

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVII. NEW YORK, JUNE 22, 1904.

No. 12.

## *Announcement*

THE INDIANAPOLIS JOURNAL has been purchased by the INDIANAPOLIS STAR, and the JOURNAL was discontinued with its issue of June 8th, and the first issue of the merged papers appeared Thursday morning, June 9th.

\* \* \*

This gives the STAR and JOURNAL the exclusive morning field in Indianapolis, with a circulation of about one hundred thousand, or more than the combined circulation of all other Indianapolis newspapers.

\* \* \*

THE INDIANAPOLIS STAR celebrated its first anniversary Sunday, June 5th, and its first year has been marked with records that have astonished the newspaper field.

\* \* \*

In three months after the first issue it had the largest actual paid circulation of any morning newspaper in Indiana.

\* \* \*

In eight months it has acquired the largest contract for advertising ever made by a daily newspaper, a contract for two million one hundred thousand lines, with members of the Merchants' Association of Indianapolis.

\* \* \*

In ten months it had broken the advertising record for Indianapolis, and in its issue of Sunday, April 10th, carried 152 columns of home and foreign advertising, 30 columns more than ever published by any Indianapolis newspaper before. On its first anniversary, Sunday, June 5th, the INDIANAPOLIS STAR again broke all advertising records for Indianapolis, publishing 172 columns of advertising, 50 columns more than ever carried by any other Indianapolis newspaper before.

**THE INDIANAPOLIS STAR COMPANY,**  
STAR BUILDING, INDIANAPOLIS

**C. J. BILLSON, Manager Foreign Advertising,**  
Boyes Building, Chicago **Tribune Building, New York.**

## PRINTERS' INK.

## Advertising Agencies.

*Advertisements under this head, two lines or more without display, 10 cents a line. Must be handed in one week in advance.*

## ALABAMA.

**A-Z ADVERTISING CO.**, Mobile, Alabama.  
Distributing and Outdoor Advertising.

## CALIFORNIA.

**CURTIS-NEWHALL CO.**, Los Angeles, California. Estab. 1896. Places advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. **PACIFIC COAST ADVERTISING**, 35c. copy; \$3. year.

**BARNHART AND SWASEY**, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste. Write for booklet.

## CONNECTICUT.

**W. E. WHITTELSEY**, New Haven, Conn., specialty of mail-order advertising. Est. 1896.

## DISTRICT OF COLUMBIA.

**3.5 FOR 3-line Want Ad in 15 leading dailies.**  
Send for lists and prices. **L. P. DARRELL ADVERTISING AGENCY**, Star Bldg., Wash., D. C.

## ILLINOIS.

**FRED W. KENNEDY ADVERTISING AGENCY**, 171 Washington St., Chicago, can place your work in any publication. Writes advertising.

## KENTUCKY.

**H. M. CALDWELL** Ad. Ag'cy, Louisville, plans, prepares, places advertising; newspapers, maga.

## MICHIGAN.

**THE SHAW-TORREY CO., LTD.**, 719-731 Michigan Trust Building, Grand Rapids, Michigan. Magazine and newspaper advertising. Fine equipment and art department.

## MISSOURI.

**H. W. KASTOR & SONS ADVERTISING COMPANY**, Laclede Building, St. Louis, Mo.

## NEW JERSEY.

**MAIL** order advertising a specialty. **THE STANLEY DAY AGENCY**, Newmarket, N. J.

## NEW YORK.

**O'GORMAN AGENCY**, 25 Broadway, N. Y. Medical journal advertising exclusively.

**A LBERT FRANK & CO.**, 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**GEO. P. ROWELL & CO.**, 10 Spruce St., New York, have representatives calling in person upon newspapers and retailers taking up State by State, and offer advertisers the unusual facilities of this service. Schemes for introducing and selling goods.

**NORTH AMERICAN ADVERTISING COMPANY**, 100 William Street, New York, the only co-operative advertising agency in existence. Places advertising in all classes of mediums. Affiliated with the American and Foreign Trading Co., which handles American goods abroad and foreign goods in the home market. Communications from manufacturers desiring larger output requested.

**I**f your article has merit, good advertising will increase its sale. It will cost you nothing to allow us to study your case and submit a proposition for your consideration. **HICKS' ADVERTISING AGENCY** (established since 1860), 129 Nassau St., New York City.

## OHIO.

**CLARENCE E. RUNEY**, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising, Printing, Designs, Writings.

## PENNSYLVANIA.

**THE H. L. IRELAND ADVERTISING AGENCY**, (Established 1860), 925 Chestnut Street, Philadelphia.

## F OLEY &amp; HORNBERGER

Advertising Agents,  
1306 Commonwealth Bldg., Phila.  
"Less Black and White, and more Gray Matter."

## RHODE ISLAND.

**O. F. OSTBY AGENCY**, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

## CANADA.

**FOR** \$4.50 we insert 25 words, classified, once in best 18 dailies of 15 largest Canadian cities; 3 insertions, \$12. Send cash with order.

**DESBARATS ADV. AGENCY** Ltd., Montreal.

**COME OVER TO ENGLAND**—The Spottiswoode Advertising Agency wish to communicate with manufacturers who are ready to consider a plan for placing branded goods on the English market. The plan is unique and will take effect next September, and is of such a nature that it is bound to attract the attention of the British public. Address **THE SPOTTISWOODE ADVERTISING AGENCY**, 3-8 New Street Square, E. C.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLVII.

NEW YORK, JUNE 22, 1904.

NO. 12.

## THE LOS ANGELES "TIMES."

The City of Los Angeles in the southern part of the great State of California is without doubt one of the most prosperous and growing cities in the world, and the Los Angeles *Times* has certainly made it so.

While the railroads, by advertising the Los Angeles climate, have succeeded in bringing many thousands of business men to Southern California, the *Times* is largely responsible for causing them to settle permanently, invest and create a large field of usefulness.

The *Times* is a strictly non-union newspaper—a paper with a backbone—not afraid of men or measures—a paper that stands for right no matter what it costs.

Not only a non-union paper but an able advocate of the "open shop" principle. For nearly fourteen years the *Times* has been fighting unionism—whenever and wherever an agitator has bobbed up the *Times* has taken special delight in putting him down. For nearly fourteen years the combined efforts of the International Typographical Union of America has been steadily spending their money and time fighting the *Times* only to build it up, stronger than ever, day by day and year by year, until to-day it stands as solid as the Prudential trade mark, morally, financially and locally—stands alone in the great southwest a fitting monument to the courage of its editor, Harrison Gray Otis, and the independent, courageous business men of Los Angeles.

The first strike took place August 5, 1890, and was brought on by the printers in the *Times* offices, and in the offices of the other Los Angeles dailies.

The contention was not over any

reduction in wages or dispute about hours but over the unanimous refusal of the publishers to yield to an arbitrary demand on the part of the Typographical Union to employ its members exclusively. The refusal precipitated the strike which took place in all the offices. The three other papers finally fell down, and left the *Times* to fight it out alone.

A boycott was then levied, the crusade being accompanied and characterized by unmeasured abuse of business men and citizens and by all sorts of stories about the *Times*. This continued for twenty months when the strikers asked for terms and finally returned to work without conditions, nor were the strike breaking employees dismissed—the *Times* was an open shop. General Otis took special pains at that time to point out clearly that his paper would be run by himself as he saw fit.

Another outbreak occurred in September 1893, while the editor was away. All the union employees were ordered to quit and remain out until the *Times* became a strictly union shop. The second boycott continued but a few months and died of its own weakness.

In 1896 when good times came again to Southern California, the fight was resumed and has steadily increased in fury until now the Typographical Union maintains a paid agency in the city of Los Angeles to conduct its campaign against this foe.

A fund of \$30,000 is raised annually and placed at the disposal of A. A. Hay, who does nothing else but plan the fight and watch over its numerous details.

Every scheme to withdraw subscribers and advertising patronage

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has been thoroughly worked, until the *Times* is known in every home in Southern California, and by every advertising manager in the United States. Think what \$30,000 is worth to the publicity department of a newspaper! Every dollar contributed by the enemy.

The foreign advertiser has received thousands of letters from labor union members all over America, asking him to withdraw his advertising from the *Times* under penalty of having his goods boycotted. Ray Baker in February *McClure's* said that the Lydia Pinkham Compound people had received a million letters from union people. Mr. Hay says this is not so; not over 500,000 letters were sent to them.

In the office of the *Times* there is at least a clothes basket full of unopened letters that were mailed to advertisers and in turn sent to the *Times* unopened.

These are mostly form letters, signed by individual members of the various unions—letters that have been printed by the union secretaries and distributed during meetings, with request to sign and mail to a list of *Times* advertisers supplied by Mr. Hay.

Many an Eastern advertiser has moved to Los Angeles or established trade connection there through these circulars. Manufacturers thank the *Times* because Los Angeles is less disturbed by labor troubles than any other American city.

These circulars have had some effect on the *Times'* foreign business, for quite a few patent medicine advertisers have withdrawn their patronage under the terrific pressure brought to bear, because of the letters sent from unions. However, there is only one advertiser who has been known to openly acknowledge that he discontinued because of the boycott. The following postal card found its way to the business office of the *Times*. It was a printed postal addressed to the foremen of composing rooms in newspaper offices:

BURLINGTON, Vt., March 31, 1903.  
To the Foreman of the Composing Room:

DEAR SIR—In compliance with the request from the Los Angeles Typographical Union we have instructed our advertising agents *not to*

*advertise Paine's Celery Compound further in the "Times," of that city.*

Trusting that our action in this matter will be appreciated, we are,

Yours very truly,

WELLS & RICHARDSON CO.

Notwithstanding, the withdrawal of several foreign advertisers, the *Times* patronage has steadily increased.

The unions also sent out 10,000 circulars asking every member of labor unions to cause one subscriber to discontinue the *Times*; a double postal card was enclosed. One postal addressed to H. G. Otis; on the back was printed: "Please discontinue sending me the *Times*," and a blank for name and address of subscriber. The other postal was addressed to Arthur A. Hay, on the back of that were blanks for name of union man who mailed it and also name of subscriber to the *Times* who had ordered his paper stopped.

Of these 10,000 mailed to members of unions, the *Times* received in all about 300; less than one hundred were stops the others were "jollies." Some said "send me the *Times* for life," "Send me the *Times* for 100 years," etc.

In order to influence the local advertisers and frighten them out of the *Times*, the unions selected Hamburger's Department Store, the largest advertiser in Los Angeles, and demanded that he stop using the *Times* or they would boycott him. Hamburger had used his good influence years before and tried to patch up the union's previous fight with the *Times*. An account of the proceedings was published in a labor paper called the *Workman* on April 7, 1892, a part of which is as follows:

"By terms of the agreement the Typographical Union is accorded a fair representation in the composing room of that paper and the union in turn declares the *Times* an "open office," thus admitting its members to work with non-union men. The honor of the success of bringing about this settlement between the *Times* and the union is largely due to the untiring efforts of Mr. D. A. Hamburger of the People's Store, who has exerted himself both night and day during the past week in that direction;

(Continued on page 6.)

*Little Lessons in Publicity.—Lesson 40.*

# THE GREAT POWER.

Advertising is to business what steam is to machinery—the great propelling power.—*Lord Macauley*.

Advertising is no longer looked upon as a gambling scheme, as a hit-and-miss game, or as an expense—but as a safe, sure business investment. The brightest and brainiest of men are employed in the solution of its problems. Money properly invested in it is as certain to produce profits as money invested in any other line. In its first and last analysis advertising is simply suggestion. May I suggest that you suggest the merit of your wares to the people of

## WASHINGTON,

through the columns of their  
favorite newspaper,

## WASHINGTON STAR

## BALTIMORE,

through the columns of their  
favorite newspaper,

## BALTIMORE NEWS

## INDIANAPOLIS,

through the columns of their  
favorite newspaper,

## INDIANAPOLIS NEWS

## MONTRÉAL,

through the columns of their  
favorite newspaper,

## MONTRÉAL STAR

## MINNEAPOLIS,

through the columns of their  
favorite newspaper,

## MINNEAPOLIS JOURNAL

For further information write for copies of "Starke's Silent Salesmen," "Publicity for Profit," "Address to Local Merchants," or, "Newspaper Space as an Investment." Any one sent free of cost, if you send stamp for postage.

Tribune Building  
New York

**M. LEE STARKE,**  
Manager General Advertising, Tribune Building  
Chicago

the result is shown above, and it is now the duty of every worker in Los Angeles to show in a substantial manner their appreciation of his successful effort."

When appealed to the second time Mr. Hamburger stated that he though he had done his share and requested that some other business man be approached. He was answered by a statement that his store would be boycotted unless he withdrew his ads from the *Times* at once.

For several years this big department store has been severely boycotted, and each year shows a healthy increase in its business. While he has lost a lot of riff-raff trade, the better classes flocked to his store, and he is now carrying and selling better merchandise. Hamburger uses six pages a week in the *Times* and a two and sometimes three-colored double "truck" on Sundays.

Union pickets secured the names of Hamburger's customers from packages which were sent out by delivery, and to these people a circular was mailed, warning them against patronizing a boycotted store. Hamburger secured one of these circulars, reproduced it in his ads and offered to rebate every customer who brought this circular to the store, 10 per cent of their purchase. Mr. Tucker, the advertising manager says that over 3,000 of these circulars were brought to the store.

Many union men and their families continue to trade at the People's store.

Hamburgers have stood between the unions and all the other local advertisers in the *Times* for three years; should they give in, a long line of advertisers would probably go out.

The *Times* carries more advertising than any paper in America according to the statement issued by the Brooklyn *Daily Eagle*. The number of lines of advertising published in leading papers during 1903 is shown below:

<i>Los Angeles Times</i> .....	10,445,900
<i>New York Herald</i> .....	8,880,735
<i>Philadelphia Enquirer</i> ....	7,947,300
<i>New York World</i> .....	7,715,871
<i>Brooklyn Eagle</i> .....	7,702,814
<i>Chicago Daily News</i> .....	7,644,900

The volume of advertising print-

ed in the *Times* for January and February, 1904, shows a gain of 5,558 lines over the same months of 1903.

The growth of the *Times* since 1902 is as follows:

AVERAGE DAILY PAID ADVERTISEMENTS.	
Columns.	Columns.
1903.....	98.28
1902.....	73.58
1901.....	56.71
1900.....	59.84
1899.....	51.86
1898.....	50.59
1897.....	45.39
	186.....
	1805.....
	1804.....
	1803.....
	1802.....
	1801.....
	1800.....

A careful canvass of the Los Angeles situation reveals the fact, that the *Times* is head and shoulders above all other papers. This paper has the backing of the best business men in Los Angeles.

While the management of the *Times* realize that this boycott has been one of tremendous advertising possibilities for them, they are standing strong on principle, and would not, nor never will, give in under any circumstances. When Mr. Lynch, president of the International Typographical Union, was in Los Angeles last year, he called at the *Times* office and encountered Harry Chandler, the assistant manager, and smilingly said:

"Well Chandler, I came out to settle the strike this time." As Mr. Chandler shook hands with Mr. Lynch, he laughingly replied, "Not much, Lynch. If it were a question of money purely, which it is not, you would have to bring a check for more than half a million to settle this strike. To continue it is to secure advertising worth as much."

Mr. A. A. Hay maintains with all the assurance of a positive knowledge of inside facts that the *Times* is losing subscribers and advertising orders faster than they can take care of them—and further says that the *Times* is "on the run" and will in a few months sue for peace. This may be so, but the \$150,000 worth of new equipments and improvements just completed in the *Times* office certainly bears the earmarks of prosperity.

THE Burlington's latest Colorado booklet, sent out from the Chicago office, is a small album of views, accompanied by directions for reaching that State, where to go, what to see, the average cost of various tours, etc.

## PRINTERS' INK.

### THE EDITORIAL PAGE.

Once the main strength of a newspaper was its editorial page. An editorial by Horace Greeley was worth more to the *Tribune* than any piece of exclusive news it might publish. An editorial in the London *Times* had a more powerful effect upon national and international policies than the speech of a prime minister.

But with the entrance of pictures, of big head lines, of Sunday supplements, and of all the paraphernalia of "yellow journalism" the editorial department of the newspapers has suffered a decline.

In its inception this revolutionary movement in journalism was natural and legitimate. A newspaper is a vehicle of publicity. Its most important function is to publish the news. The improvement of its facilities for getting the news and of the methods of presenting news has, therefore, been a notable advance in journalism.

Moreover, it is not strange that there should have been a reaction from the old style heavy editorial "leader." The demand was for something more direct and simple.

But it is a law of every such movement that it is necessarily carried to extremes. Even Mr. Bennett reduced the *Herald's* editorial page to a column or so of generally colorless comment, and even abolished the daily financial review. Other newspapers did not go so far as this, but were so far influenced by the revolution in journalism that with few exceptions there has been a lowering of editorial power.

The improvement in the news pages has not been a full compensation for this loss, especially as the news pages themselves have been corrupted by the advent of the "yellow journalism." Instead of editorials we have now comment in head lines and cartoons and editorialized news. Readers are sought to be influenced by opinions dexterously presented in "spread" stories.

This coloring of news by editorial opinion is in every way unfortunate. The ideal is the news presented without any bias or color whatever, and then forcible comment in the proper place, the editorial page, by men of high mental power and trained in the art of expounding the news of the day so as to give the reader an intelligent idea of its true significance, thus leading him to sound opinions.

Thus, as the "yellow" type of journalism has prospered, the editorial page has degenerated, and the news department has been perverted. To amuse the people rather than to instruct them, to gratify their curiosity rather than to guide them to correct views of great principles—this has become the main business of the general daily newspaper.

The essential truth has been in large measure lost in a mass of non-essential facts. Newspapers have lost all sense of proportion. The news that is magnified, that, in general, is introduced with the biggest headlines, is news of the mere moment, that has no lasting significance or real influence. It is merely gossip; most of it idle; much of it vicious, evil, and brain destroying.

But, as has been stated, a change is

setting in. The weekly and monthly publications are in a large measure supplying this defect of the daily newspaper. There has been a notable development in the past few years in the editorial standards of the weekly and monthly press. Several weekly publications which enjoy large circulations are mainly made up of editorial comment on current events. Several of the monthly magazines contain articles which are essentially editorials dealing in a large way with great public problems. As these magazines have attained large circulations it is evident that there is a demand for editorials. The newspapers are not supplying this demand. The magazines are therefore attempting to do so. The people want strong editorial presentance of the truth upon live issues. If they cannot get it in the general newspaper press they will go for it to the magazines or their financial and trade and religious papers. The day of the editorial writer is returning.—*Wall Street Journal.*

### AN ODD CAMPAIGN THAT WILL EVIDENTLY BE IN GOOD HANDS.

At the last monthly meeting of the Whitby Port and Harbor Trustees, the question of advertising the harbor as a suitable spot for laying up unemployed steamers was brought up. Some discussion ensued as to the best papers to advertise in, the representative shipping journals being favored as against the county daily journals, in spite of the comparatively greater cost. Mr. H. S. Horne, one of the proprietors of the *Whitby Gazette*, a trustee, said that journals with high rates for advertising were the best, as the advertisements must have proved effective or the rates could not be maintained. The matter was eventually referred to another committee with a recommendation to advertise the port.—*Advertising World, London.*

THE Baltimore fire, as reflected in newspaper items bearing on the subject, is used as the basis of an excellent folder for the fireproof windows made by David Lupton's Sons' Company, Philadelphia.

### NEWSPAPER TERM.



EFFECTIVE PLATE MATTER.

## DAILY NEWSPAPER INVESTIGATIONS.

## XII.

## BURLINGTON, VT.

The city of Burlington is proud of itself, proud of its location, proud of its industries. And it has reason for this pride. It has over 18,000 people, and manufactures of cotton and woolen goods, lumber, iron works, shoes and patent medicines. It enjoys a large lake commerce on Lake Champlain. The Rutland and Central Vermont Railroads enter the city. Plattsburg, the next largest city, is 20 miles away, diagonally across the lake. Daily papers are the *Free Press* (morning), and the *News* (evening).

At the Van Ness House I was informed that the *Free Press* has "a little the best of it" as regards circulation. In a large book-store the proprietor was quite sure that the *News* circulates more copies than its morning competitor within the city, but that the latter is stronger in the rural districts. At another book-store and newsstand I was told that within the city, as well as outside, the *Free Press* leads. The information was offered gratuitously that the *Free Press* goes to a better class of readers.

In the store of Louis Pine & Co., dry goods, I was informed that the *Free Press* should be chosen by one desiring to use one Burlington paper for advertising.

In the Postal Telegraph office I was directed to the *Free Press* office when I asked for the leading paper.

A druggist, and an occasional advertiser believed that the *News* has the largest circulation in town, and the *Free Press* throughout the rest of the State.

Mr. Burnett, the man who attends to the advertising in the department store of H. W. Allen & Co., voiced this last opinion, although he was not prepared to say which paper gives him the best returns. He had considered the matter many times, but could not reach a decision satisfactory to himself. For attracting the eye of the workingmen he thought the *News* preferable.

This seems to be the view taken by the local advertisers generally. The *News*, being an evening paper, and costing \$5 a year, is preferred by the middle classes to the *Free Press*, which is a morning paper and \$6 a year. The *Free Press* goes to the more well-to-do, who can read their papers at the breakfast table. It also has the call in the rural districts which can be reached on the day of publication.

Mr. C. G. Gardner, the advertising manager, received me at the *News* office, in the absence of Mr. Auld, the publisher, and the circulation manager. I was shown a sworn statement of circulation for April, 1904, which gave the daily average 5,653. In 1903, according to the American Newspaper Directory, the figures were 5,046. Mr. Gardner also showed me the mailing lists etc., and gave me the opportunity of counting the names. Not quite half of this circulation remains in Burlington. A

"midnight" edition goes to rural readers, reaching them the next day.

Mr. Willard B. Howe, business manager of the *Free Press*, offered me every facility to prove his circulation of 6,100 and over. These figures are undoubtedly entirely correct, and may be relied upon. 2,100 copies, approximately, remain in Burlington, and the rest go all over Vermont. Taking Burlington as a center, there is a territory with a radius of forty miles or more in which the rural free delivery carriers wait every day for the morning mail from Burlington before starting on their routes. In this territory the *Free Press* is especially strong.

Unless one wishes to reach the working people especially, the *Free Press* is the better paper for the advertiser. In addition to its circulation in Burlington, it goes to hundreds of the most intelligent of Vermont's farming population. For the "great middle class" of the city of Burlington the *News* is to be preferred.

New York papers reach Burlington about noon, and the Boston dailies not until late in the afternoon. Notwithstanding this, the Boston papers seem to circulate as well as the New York morning dailies.

## GARDINER, ME.

Six miles south of Augusta, on the Maine Central Railroad, is located Gardiner, a village of 5,501 people when the last federal census was taken. Since then there has not been much change, apparently, one way or the other. The manufacture of shoes furnishes the principal industry, and there is also a lumber and ice trade. The *Reporter-Journal* is the daily paper, a four-page sheet which sells for \$6.00 a year and two cents a copy.

The *Reporter-Journal* is an evening paper, and has for its competitor in the local field the *Kennebec Journal*, the Augusta morning daily. The latter paper was to be seen in about every place of business I entered, and the advertisers—what few there are—believe that the Augusta paper is a better medium because of its circulation in the rural section of the county.

Mr. Morrell, the manager of the *Reporter-Journal*, told me very frankly that advertisers don't think much of the value of his paper. His circulation, he stated, is 700 copies, all of which go to village subscribers. Without being asked, he told me that the *Kennebec Journal*'s circulation in Gardiner is probably larger than this, not to mention its distribution in the farming community.

Such frankness from a publisher is refreshing and serves to simplify the situation in Gardiner, which would be plain enough, anyway.

The principal newsstand of the village has on sale the *New York American*, as well as Hearst's Boston paper. The latter has a much larger sale, however. The *New York World* also has a small sale. The *Post* probably leads the Boston morning dailies, with the *Globe* and *Herald* following.

## ROCKLAND, ME.

The little city of Rockland is hidden

away on the eastern shores of Penobscot Bay. In 1900 the federal census credited it with a population of 8,150, and there has not been much change since. While it has direct railroad connection with Boston by way of the Maine Central and Boston & Maine lines, it is after 5 o'clock in the afternoon before Boston morning papers reach the city. The Bangor *News* and the *Argus* and *Press* from Portland reach Rockland before this, of course, and Boston papers suffer consequently. I was given to understand, however, at a newsstand in the city, that the Boston *Post* and *Globe* sell fairly well.

On account of its comparative isolation from metropolitan dailies, I believed that Rockland would prove to be a good town for a local paper. Several thousand people around Rockland increase the field's size, and the outlook looked particularly good to me.

But I was doomed to be disappointed. The Rockland *Star* is a morning paper of four pages, and on the day I visited the city there were just two local advertisements, besides several that had to be ranked as "business cards." From what I learned from merchants and others, advertising in the *Star* doesn't pay. There is, undoubtedly, some local prejudice against the management of the paper, and some advertising is lost on this account. But outside of this the opinion seems to be pretty general that Rockland people don't read the advertisements in the *Star*. I am unable to state whether this is because the paper is not generally read, or because the residents of the city belong to a class by themselves, who read the news items but skip the advertisements. The proprietor of the *Star* was not in the office when I called, but I feel confident that his paper is not entitled to an "H" rating in Rowell's *Directory*, meaning an average circulation of 2,250 copies or more. In the 1904 edition it has an "I" rating, which means over 1,000 copies.

Whatever the circulation may be, the fact remains that the *Star* is lamentably lacking in local advertisements, and that it is considered to be not a very good medium.

Rockland's chief industry is the production of lime. Shipbuilding and commerce are also important. The population is a good one, apparently, but the *Star* does not offer as good a means of reaching it as might be hoped for.

#### WATERVILLE, ME.

Waterville is a factory town of over 11,000 inhabitants on the Kennebec River, nineteen miles above Augusta, the State capital. The city has been growing since 1900, when the population was 9,477. The manufacture of cotton cloth is the principal industry, but there are large paper mills, and Waterville is the center of a good farming district. Railroad connections are furnished by the Maine Central. The daily papers are the *Evening Mail* and the *Morning Sentinel*. The latter is a new paper, having been started early in the present year.

The persons with whom I talked in Waterville were very generally of the opinion that the *Sentinel* has hurt the *Mail's* circulation considerably, though

Mr. Prince of the *Mail* assured me that this is not so. When I visited him he was not certain how many copies of the paper were being printed daily, so he asked the boy on the press, and was told that the daily run is 1,125. These papers go almost entirely to Waterville people, though quite a circulation is being secured in Oakland, a village nearby. The population of Waterville is composed very largely of a foreign element. There are, perhaps, 5,000 French-speaking people in the community, and as a rule these do not read the local papers. So Mr. Prince thinks a circulation of 1,000 is a very good one. His paper is a four-page sheet, and hasn't much advertising. I was told that the cotton and paper factories were closed for several months during the winter, and that the merchants withdrew their advertising during the dull times.

The *Sentinel* is a good-looking eight-page paper, with the Associated Press service. It hasn't so much advertising as the *Mail*, and just at present the circulation is probably less, although the proprietor said it is too early yet to judge what it may be in the future.

I met several merchants who had advertised in the *Mail* at one time. The results, I judged, were only fair.

At best Waterville is a hard newspaper town. The *Mail* is the only daily which has been established long enough to be of much value to an advertiser, and should be chosen if one wants to use a Waterville paper.

The proprietor of a newsstand told me that the Kennebec *Journal* of Augusta has the best sale of Maine papers from out of town, and that the Lewiston *Journal* is next. The *News* of Bangor has a larger sale than the *Commercial*. The *Globe* and *Post* lead the Boston morning papers, and probably the *Journal* is third. The evening *American* has a good sale.

#### CONCORD, N. H.

The township of Concord is ten miles square, and in it are situated the city proper, East Concord, West Concord and Panacook. There are in the neighborhood of 24,000 people in the township, and neither of the two local papers claims much of any circulation beyond the town line. Manchester, the largest city in the State, is eighteen miles to the south, and Boston is seventy-three miles away. Concord is the State capital and has various industries, employing a large number of workmen. Two evening dailies are published, the *Evening Monitor* and the *Patriot*. Each sells for two cents and has eight pages ordinarily.

The general consensus of opinion among Concord business men is that the *Monitor* has a larger circulation than the *Patriot*. I asked twenty-six different men in regard to the subject, and nineteen answered promptly in favor of the *Monitor*. One was undecided and six believed the *Patriot* circulates more freely.

In Corser & Powell's, dealers in men's furnishings, the man with whom I talked said he knew the *Patriot* had a larger circulation, but he wasn't quite prepared to say that it is the better medium for advertisers.

The Eagle Clothing Company's clerk, with whom I talked, was almost as

positive that the *Monitor* issues more papers.

David E. Murphy has, apparently, the largest dry goods store in town. Mr. Murphy hasn't advertised in the *Patriot* since the first of January, as his rate was to be raised for advertising. Elsewhere I was given to understand that Mr. Murphy is considering the matter of advertising at the advanced rate, but nothing that he told me could be interpreted that way. He says that the *Monitor* reaches everybody he wants to reach, and if he were an outsider he should certainly choose the *Monitor*, if he knew the situation as it exists.

Another proprietor of a dry goods store talked with me very frankly about the local papers, after I had promised not to use his name. He has been advertising in Concord for twelve years, and has made every test he knows of to determine the papers' value. The conclusion he has reached is that the *Monitor* goes to the better class of people, which is the class he wishes to have deal with him. "In other words," I interrogated, "the *Patriot* is read by the working people?" "No," was the reply, "but by the poorer people. When we have odds and ends to get rid of, and soiled goods to be disposed of cheaply, an advertisement in the *Patriot* will bring buyers. The better class of working people read the *Monitor*. I have seriously considered the matter of discontinuing the *Patriot* advertisement entirely."

From what the newsdealers told me, I should say that the Manchester *Union* leads outside papers in Concord, with a circulation of between 800 and 1,000 copies. Then follow the Boston *Globe*, *Herald*, *Post* and *Journal*, in the order named. Hearst's new daily, the *American*, was in evidence on the street.

Mr. Foster, at the *Monitor* office, told me that he had never made a detailed statement of circulation, although he may do so for the year 1904. The circulation of the *Monitor*, as he stated it, is a trifle under 2,500 at present, but the biennial session of the legislature in Concord brings the average for two years up to about 2,700.

The *Monitor* is run on a very conservative policy, and its office gives evidence of solidity and prosperity. Mr. Foster would not admit that the paper goes to the higher classes in Concord; everybody read it, he said.

Mr. Meehan is the aggressive manager of the *Patriot*. He came from the Joplin (Mo.) *Globe* two years ago, and has had an uphill struggle of it. The plant was run down, and the paper was in bad odor, not only in Concord but throughout the State. But he has a circulation man who is a wonder, from what I heard of him both in the *Patriot* office and outside, and the circulation has picked up a great deal. Mr. Meehan told me that it is 3,200 at present. Perhaps he can prove this, but in any event the fact remains that the *Patriot* is much stronger than it was two years ago. Its circulation will probably tell on its competitor unless the latter hustles more than it is doing at present. The *Patriot's* quarters are small and cramped, but Mr. Meehan hopes for better equipment.

The *Monitor* is the paper for an adver-

tiser to use in Concord, unless he is going to use both.

Reference to Rowell's Newspaper Directory reveals that no circulation statement, that was definite and satisfactory, was ever received from the *Patriot*, and such statements have been missing from the *Monitor* since 1897, when its average output for the year was shown to have been 2,511 copies. The Directory accords an "I" rating to each at the present time, which means exceeding 1,000 copies. The next higher rating, in the absence of a statement, would be "H," meaning exceeding 2,250 copies, and it is doubtful if an annual statement from either would sustain so high a figure. Concord is so well supplied with the Manchester *Union* and the Boston papers that the local dailies do not find it a fertile field.

#### DOVER, N. H.

Dover is a city of 15,000 people, or thereabouts, situated on the Boston & Maine Railroad, sixty-eight miles north of Boston. There are large woolen and cotton mills, a shoe factory, press factory, and a silk mill is projected. Foster's *Democrat* is the only local daily, and both the city and paper are suffering from lack of competition.

People in Dover seemed to think I would find the *Democrat* helpful in advertising, and said it circulated well in the city. Most of those with whom I talked read it regularly, they said. Some, however, did not read it and did not think I would receive much benefit from it were I an advertiser.

The advertisers with whom I talked generally believed that the *Democrat* brings them business. There was no way of judging, that they knew of, just how much trade could be attributed to their advertising. Some had often wondered if they wouldn't do as well with no advertising.

Mr. Foster prints his circulation at the top of his editorial page in black type. At present these figures show over 3,600, and Mr. Foster is willing to swear to their accuracy, but the editor of the American Newspaper Directory has never succeeded in getting such definite information about the circulation of the *Democrat* as he likes to have. Six hundred copies go to the village of Somersworth and several hundred to Rochester.

The Boston *American* is not sold on the street in Dover. It has a considerable circulation from newsstands, and is regularly delivered to a number of people. The *Globe* and the *Post* lead the Boston morning dailies in Dover, and the *Journal* was believed to be third by a newsdealer. Over 100 Manchester *Unions* come to the city.

#### KEENE, N. H.

In the southwestern part of New Hampshire lies the little city of Keene, which had a population of 9,165 when the last federal census was taken, and now numbers close to 10,000 inhabitants. The city is ninety-two miles away from Boston, and is situated on the Boston & Maine and the Fitchburg railroads, and the Ashuelot River. It is a mill town, its chief manufactures being woolen goods, shoes, machinery and woodenware. The *Evening Sentinel* is

the only daily published in Keene. The price is two cents, \$5.00 a year.

Keene advertisers think very well of their daily. They believe it is a paying investment for them to advertise in it. There seem to be, however, an unusually large number of merchants who do not advertise at all. I don't think this proves anything against the worth of the *Sentinel*, however, for in a place the size of Keene, comparatively far from a metropolis, advertising by local merchants should be profitable, if they but realized it.

Keene seems to be the only large place in New Hampshire where the Manchester *Union* does not have an extensive sale. About 800 Boston papers are said to enter the city every morning. The *Globe* has a considerable lead, and I should place the *Post* next. Then follow the *Journal* and the *Herald*. I also saw a number of *Advertisers*.

The circulation of the *Sentinel*, according to the proprietor, is confined almost entirely to Keene. A small bundle is sent nightly to each of three small villages nearby, but the total of these is inconsiderable. The average daily circulation for 1903, according to the statement furnished for the current American Newspaper Directory, was 1,824. Just now the daily edition is slightly in advance of this. The pressman takes account of the run every day, deducts the imperfect copies, and at the end of the month turns in a report to the office. There is no doubt that the circulation is correct as stated.

The *Sentinel* occupies a four-story building of its own. The press room, which contains a perfecting press, is situated in the basement, the business offices are on the first floor, and the composing room and job department are on the top floor. The second and third stories are rented for office use. The plant is a modern one, and denotes a paying business.

The best way for an advertiser to make himself known to the people of Keene is by means of the *Sentinel*. All classes read it in the city, and no outside paper can begin to equal it in circulation.

#### MANCHESTER, N. H.

Manchester, with a population of over 60,000 persons, is the largest city of New Hampshire. It is located on the Merrimack River and the Boston & Maine Railroad, fifty-five miles north of Boston. The river furnishes splendid water power, and along its banks are the immense cotton mills of the Amoskeag Manufacturing Company and others, which give employment to 20,000 people. In textile manufacture Manchester stands the fourth city in the country, 400 miles of cotton goods being turned out each day. It is the city's boast that no strike has occurred in the mills for a generation, and that they are all running full time. The manufacture of railroad locomotives is another important industry, and there are minor manufactures of various kinds. Fully one-third of the population are French-Canadians. Four dailies are published, the *Union* (morning and evening), the *Mirror* and *American*, *L'Avenir National* and *News*. The last three publish evening editions only.

It didn't take me long in Manchester

to determine the paper with the widest circulation. Everybody knows that it is the *Union*, and the other papers don't question it. The *Union* is virtually the one important paper of New Hampshire. It issues the only morning paper in the State, and between nine and ten thousand copies of the morning edition go outside Manchester, from the extreme north to the southern boundary of the State. In the places around Manchester—Concord, Nashua, Portsmouth—the *Union* is acknowledged to be the leading daily. With the exception of one line of railroad between Concord and White River Junction, it reaches all parts of the State before the Boston papers, and on this line it enters the towns along with the papers from Boston.

There was, on the whole, a disposition among Manchester advertisers to place the *Union* at the top of the list as regards value to them, on account of its out-of-town circulation. There is a population of 25,000 people around Manchester, in the towns and the country districts, who shop in Manchester to a considerable extent, and the best way of reaching them is through the *Union*.

Manchester seems to be particularly well provided with large stores, of the better class. I tried to talk to the proprietors of most of these, or to the advertising men. One firm of clothiers considered the *Union* their best money-bringer, and ranked *L'Avenir National* next. Their stock is largely composed of a cheap grade of clothing, and I readily saw how the French paper served them well. Another clothing firm put the *Union* first and the *Mirror* second, and still another considered the *Mirror* to be the best medium in the city, more, I gathered, on account of quality than of quantity.

A jeweler believed that the *Mirror* and the *Union* were needed for a successful advertising campaign. He believed that the former has an advantage in being an evening paper, strictly, which insured home reading, he thought.

Several of the dry goods men proved to be, I thought, intelligent advertisers; above the average, I considered them. They had given the local problem careful thought, and as a rule believed the *Mirror* and the *Union* equally valuable for reaching people in Manchester, while the *Union* had a clear field of it outside the city. The French paper was well thought of, although some of the merchants in question had never even tried it.

I had a most interesting talk with the advertiser in what appeared to be the largest dry goods store in the city. He asked me not to mention his name or that of the firm, but gave me leave to publish the result of a test he made recently of the value of the four papers. On a given day he inserted an advertisement in all the papers exactly alike in size and reading matter. In the advertisement he offered several articles at prices considerably below cost, and made the provision that the entire advertisement should be brought to the store by the purchaser. Sixty-eight sales were recorded, and 34 *Union* ads

were returned, 21 from the *Mirror*, 10 from *L'Avenir National*, and 3 from the *News*. The advertising manager talked to each purchaser to make sure that the buyers were readers of the papers from which the ads were cut. All said that they were, except one woman, who brought the clipping from the *News*. She read the *Union*, but had forgotten to cut out the advertisement before leaving home, and had bought a *News* because it only cost a cent. "There is only one paper in Manchester, and that is the *Union*," was the comment of this advertiser as I left him.

At the *Union* office I saw Mr. Brown, the circulation manager, and Mr. Cox, the advertising manager. The Association of American Advertisers has just completed an examination of the *Union's* circulation, and attest that the net circulation was 13,245 when the examination was made. The figures for 1903, as published in the 1904 American Newspaper Directory, were 15,375, and for April, 1904, they were 16,069. About 3,500 of these are morning papers, circulating in the city; 2,500 are evening papers circulating in the city, and 10,000 are morning papers which go out of town. I was shown the mailing lists, the lists of subscribers in Manchester, the pressman's orders and his reports, the counter on the press, and the addressed wrappers, and was given the opportunity of verifying the report of the American Advertisers. The *Union*, it may be said, was the only paper in Manchester which allowed an examination of its circulation to be made by the Association.

Mr. David Scannell, advertising manager, talked with me at the *Mirror* office. The *Mirror* is fortunate in having so valuable a man at the head of its advertising, as its well-filled columns show. Mr. Scannell claims a circulation of over 8,000 for the *Mirror*, virtually all of which stays in the city. The American Newspaper Directory has great difficulty about securing definite information about its circulation from the office of the *Mirror*, while reports from the *Union* are always forthcoming and are definite and satisfactory.

I called three times at the *News* office, as I was very anxious to see the publisher, but I did not find him. The *News* is a smaller paper than either of the other English papers, and sells for one cent, while the others bring two cents. For 1903 no statement of circulation was furnished the American Newspaper Directory, and a rating of "y H" was given it, "y" meaning that there is a probability that a new statement would not show so large a circulation as was indicated by the last report; "H" meaning a daily average for 1903 of 2,250 or more copies. The rating is fully as high as the sale of papers would seem to warrant, and I believe the circulation may be less than 2,000.

The publisher of *L'Avenir National* is preparing a statement for the next issue of Rowell's Directory, as he is not satisfied with an "I" rating, which means exceeding 1,000 copies. His daily average for the first four months of 1904 was 3,310, he stated, and I believe it to be accurate, if, as the publisher says, every French family in the city receives a paper. *La Presse* of

Montreal sends about 1,000 copies into Manchester daily.

The *Globe* has a larger sale in Manchester than any other Boston paper. The *Post* evidently follows, with the *Herald* and the *Journal* in the order named. Comparatively speaking, the sale of the other Boston papers is inconsiderable, with the exception of Hearst's *American*, which sells well on the street.

The *Union* is the best advertising proposition in New Hampshire. For reaching a high grade of Manchester readers the *Mirror* is first class, and the French daily is valuable in securing business from the French element.

#### MILFORD, N. H.

Milford is a little village of 4,000 people, or less, eleven miles northwest of Nashua, which is the second largest city of the State. The village is on the Boston & Maine and Fitchburg railroads, and has hosiery and knitting mills and granite quarries. There is an evening paper, called the *Pointer*, which is certainly unique, if nothing more.

The *Pointer* is a four-page sheet, and the pages measure 10½ by 14 inches. They contain no advertising of consequence, and no news matter that is of vital interest to the community. Several columns are devoted to advertising the *Pointer*, and several more to the time and place of meeting of secret societies, the arrival and departure of trains, the time of closing of the mails, etc. How the paper exists I do not know, as I didn't find the proprietor. I heard outside that he has 200 circulation.

Nashua evening papers go to Milford, and the Manchester *Union* is quite freely circulated. Of Boston papers, either the *Post* or the *Globe* leads, and a news-dealer placed the *Herald* after them.

#### NASHUA, N. H.

The little city of Nashua is located in southern New Hampshire, on the Nashua River. Its railroad accommodations are supplied by the Boston & Maine system. The greater number of its 25,000 inhabitants are engaged in the manufacture of shoes, cotton cloth, machinery and a long list of other goods. Manchester, the State's metropolis, is seventeen miles to the north. Nashua has two evening dailies, the *Telegraph* and the *Press*, both of which have eight pages and sell for two cents a copy and \$6 a year. The *Telegraph* has a seven-column page, while the *Press* is but six columns wide.

People on the street and in the stores of Nashua had a pretty general notion that the *Press* claims to have the largest circulation of any daily in Nashua. This claim did not impress them greatly, however, as I was told, as a rule, that the *Telegraph* reaches more people than its competitor. In a telegraph office the operator told me this; in the hotel the clerk asserted it; a policeman gave the same information, and two druggists repeated the statement. These were not all; several others seemed sure that the *Telegraph's* circulation is ahead of that of the *Press*.

A newsboy, who seemed familiar with each paper, and who knew the number of boys employed by each, had figured

it out that the *Telegraph* has an average circulation of about 2,200 daily, while the *Press* prints between 1,500 and 1,700.

E. D. Perrault is a leading dry goods merchant of Nashua. He uses the *Telegraph* exclusively, although his advertiser emphasized the point that the inference was not to be drawn that they considered it the better medium. Mr. Perrault wished to use but one paper, and for some unexplained reason chose the *Telegraph*. Personally, the advertising manager read the *Press*.

Smith's book store uses both papers. The lady in charge believed the *Telegraph* to be a better paper, but considered the circulation about equal.

The Spence Dry Goods Company advertises in both the *Press* and the *Telegraph*. The latter, I was told, reaches the better class of Nashua's people, those with the most money to spend. No attempt had ever been made to find out which medium pays better; in fact, the proprietor has seriously considered cutting off both papers and devoting the money to expert window trimming.

Mr. Charles Patten, of the Chamberlain & Patten Company, dealers in dry goods, does the advertising for the firm. He uses the *Telegraph* every day and the *Press* three times a week. He believes that both papers are of service, the *Press* among the mill and factory hands, and the *Telegraph* among more well-to-do people.

One advertiser was inclined to favor the *Press* because its rates are lower, and shortly after this I found a man who advertised more in the *Telegraph* than in the *Press* because the latter's rates are higher. Which paper has a variegated rate I do not know, but local advertisers might do well to find out.

Between four and five hundred Manchester *Unions* enter Nashua every morning, and perhaps as many Boston *Globes*. The *Post* is close to the *Globe*, and then the *Herald*, and probably the *Advertiser*. The *Boston American*, I learned, does not sell so well on the street as the *New York Journal* used to.

The *Press* is issued from a rather unkempt building. Its circulation, I was told in the office, is 2,700, although I was not gullible enough to believe it. While the "JKL" rating in the last American Newspaper Directory is certainly too low, an "H" (meaning exceeding 2,250 copies) would be too high, I am confident. The paper's circulation is almost wholly local, and among the working people. It claims to be the workingman's friend.

Warren H. Prichard, the manager of the *Telegraph*, believes that his paper has been misused by all publishers of newspaper directories, but considers that Rowell's Directory is the best of them all and the fairest. According to a sworn statement, the average daily circulation of the *Daily Telegraph* for six months, ending April 30, 1904, was 2,710. I was shown cards for a number of days preceding the time of my call, showing how the edition is disposed of, and I believe the figures are correct. The rating in the 1904 American Newspaper Directory accorded the *Telegraph* is "y1," the "I" meaning exceeding 1,000 copies and the "y" that no recent circulation statement has been fur-

nished, and that there is a probability that the last circulation rating accorded it (2,802 in 1894) may be higher than a new statement would warrant.

The *Telegraph* carries a number of exclusive advertisements of a general nature. It is housed in its own building, and seemed to be making money for the owners. It is the best paper to use in Nashua, I firmly believe.

#### PORTRUSH, N. H.

Portsmouth, for a city of 12,000 people, has too many newspapers. There are three of them, the *Chronicle*, published in the morning, and the *Herald* and the *Times*, which appear in the afternoon. As regards circulation, I should say the papers rank, *Times*, *Herald*, *Chronicle*.

The city is fifty-four miles north of Boston, on the Boston & Maine Railroad. It is the only seaport town in the State, and across the river from a government navy yard. There are various manufactures, and shipbuilding is carried on. A mammoth paper mill is being erected, and after it is completed Portsmouth looks for a boom. The population is almost entirely a native one. There are a considerable number of wealthy people residing in the city, but they are not money spenders. In the summer Portsmouth is the center of a number of summer resorts, and the summer population leaves a goodly sum with Portsmouth people yearly.

At the Hotel Kearsarge I was advised to advertise in the *Chronicle* and in the *Herald*, which papers, it may be said here, are published by the same company. Hoyt & Dow, book dealers and stationers, advised the *Chronicle* and *Times*, and at the drug store of Wm. P. Robinson the *Chronicle* and *Times* were advocated again. Another druggist believed that the *Times* alone would be sufficient to reach the great majority of people. A newsdealer believed that the *Times* has the largest circulation, although he added that a good share of it is made up of street sales. The majority of those whom I approached, if they had any opinion at all on the subject, believed that the *Times* sells the best.

Advertisers in Portsmouth are not very progressive as a rule. In the paper of June 1st, for instance, there was a notice of a special sale to occur on May 31st. Of course, at the bottom, this is the paper's fault, however. Other advertisements are not changed, apparently, once a month.

Mr. Hatch, of the men's furnishing store of Wm. H. Fay, recommended the *Chronicle* and *Herald*, and between them he could not choose.

Mr. Peyser, of Henry Peyser & Son, men's clothiers, uses only the *Chronicle* and the *Times*, and does not know which of these is better for his needs.

While the *Times* is a street seller to a large extent, he believes that it is carried into the home and read in the evening. Mr. Peyser, it may be said, changes his advertising every day, and uses new cuts daily.

Mr. Dow is the advertiser of the Geo. B. French Co., which has, I judged, the best equipped department store in the city. He talked over advertising conditions in Portsmouth with me at length,

and took me to see the manager. It was some time before I could get a decided opinion as regards the relative value of the papers, but when I did it was emphatic. The two men agreed that the evening papers pull best, and that the *Times* is the best medium in the city.

Mr. Hartford, the publisher of the *Herald* and the *Chronicle*, stated that the average circulation of the former is 3,200 at present, and that the *Chronicle* is printing 2,500 copies daily. The latter has a larger city circulation, however, as several hundred *Heralds* go into the surrounding towns nightly. Both of Mr. Hartford's papers have a "JKL" rating in the American Newspaper Directory, meaning under 1,000 copies. Mr. Hartford's statement to me is probably as high as facts would warrant.

At the *Times* office I saw the publisher, Mr. Norris. He has made no statement to the Directory lately, he said, because he didn't see what good it would do him. An "I" rating was given him in the 1904 edition, meaning over 1,000 copies daily. Mr. Norris stated that his circulation at present is 3,480, which, also, is probably as high as would be warranted by the facts of the case.

The editor of the American Newspaper Directory has never succeeded in securing any definite detailed information about the circulation of any Portsmouth daily, and has always supposed the reason to be that the publishers thought the less information the public had on that point the better it would be for the papers.

None of the papers present a very good appearance, and there is a superabundance of plate matter in all. The *Times*, on the whole, makes the best appearance. Aside from this, however, I should choose the *Times* as an advertising medium, and place the *Chronicle* second in the list.

About 200 Manchester *Unions* come to Portsmouth, and 700 Boston *Americans*, I was told. The *Globe* and the *Post* lead the other Boston papers, and the *Herald*, *Journal* and *Advertiser* follow, I think, in the order given.

#### BURLINGTON, IA.

Burlington, Ia., county seat Des Moines County, port of entry Mississippi River, is 206 miles west of Chicago and 221 miles north of St. Louis, the World's Fair City. It is on the main line of the Chicago, Burlington & Quincy Railroad and quite an important railroad center. Machine shops of Burlington Route are located here (West Burlington) and furnish employment for a considerable number of men. The Rock Island and the Toledo, Peoria & Western also enter the city. An excellent packet service reaches all the river towns, both up and down the Mississippi, and affords the local merchants cheap rates for their goods.

The 1900 census credits the city with a population of 23,201, and places the number of wage earners at 2,508, with total wages of \$1,013,998 distributed among 340 establishments, with a total capitalization of \$5,235,624. The 1904 city directory just issued places the population at 26,057, showing a healthy increase. The 1900 census was contest-

ed on ground of being incorrect, but all efforts to have a recount made proved futile.

The 1904 issue of the American Newspaper Directory credits the city with the following daily newspapers:

<i>Evening Gazette</i> , average for 1903...	5,864
<i>Hawk-Eye</i> , average for 1903.....	7,037
<i>Journal</i> .....	yg
<i>Volkfreund Tribune</i> .....	JKL

The rating accorded the *Journal* signifies that no recent circulation statement has been furnished, and that the last rating given it may be higher than a new statement would warrant. The "G" signifies exceeding 4,000 copies.

"JKL" means not exceeding 1,000 copies. The question, "Which do you consider Burlington's leading newspaper?" was first put to the proprietor of a popular downtown restaurant, who promptly replied, "The *Hawk-Eye*." This was followed up with the remark that the *Hawk-Eye* would compare favorably with any paper published in the State of Iowa, and that it had both a larger city and country circulation than any other Burlington paper. Considered the *Gazette* a pretty good evening paper, and thought it circulated largely among the middle and laboring classes.

Next place visited was a leading downtown barber shop. Barber who shaved me admitted *Hawk-Eye* as leading paper and largest general circulation, but was positive *Gazette* led all other papers in the city. When asked regarding *Journal*, thought its circulation wasn't worth mentioning, and that he personally knew of over ten families in his neighborhood who had dropped the *Journal* and taken up the *Gazette*. When asked the reason replied, "Simply because it's the better paper."

Market yard was next place visited. Market master considered *Hawk-Eye* leading paper and largest circulation. Thought *Gazette* better paper than *Journal*. Gave *Hawk-Eye* credit for a greater circulation among farmers than any other Burlington paper.

About a dozen laborers working nearby were next interviewed. The opinion of all may best be summed up in the following reply from one of them: "If it's the leading paper you want, I suppose it's the *Hawk-Eye*, but the paper for me is the *Gazette*. You see, we have to go to work early, and haven't got time to read a morning paper, but in the evening, when we want to read, we want a paper that's got all the news of the day, and that's the *Gazette* for me every time." It was a noticeable fact that not one of the men mentioned the *Journal*.

A number of traveling men who cover the territory tributary to Burlington stated that the circulation of the *Hawk-Eye* was about ten times greater than that of any other Burlington paper in the surrounding territory.

About 7 o'clock in the evening I called at the Union Depot. Asked several men who were handling mail, the newsboy in charge of the newsstand, ticket agent and lunch-counter man as to the leading paper. All replied, "The *Hawk-Eye*." The men who were handling mail pouches stated that the *Hawk-Eye* had about twelve to fifteen heavy pouches to four small pouches for the

*Gazette*. The *Journal's* mail was so small that it went with regular mail, and did not have any separate pouch. One of the men made an interesting statement regarding Chicago papers. He stated that about fifteen years ago the *Inter-Ocean* and *Chronicle* were about the only Chicago papers that circulated here, but that now the *Record-Herald* and the *Tribune* were far in the lead. He remarked that on Sundays more Chicago *Americans* arrived here than all other Chicago Sunday papers combined.

Walking north from the depot into the business center of the city, I asked about a dozen different people that I encountered to direct me to the leading newspaper office. These people ranged from the prosperous well-dressed business man down to two ragged Dagos standing near a fruit stand, who talked very broken English. Each one, however, directed me to the *Hawk-Eye* as the leading paper. Probably half followed this up with the remark that the *Gazette* was the leading evening paper.

All the merchants called upon admitted that the *Hawk-Eye* was the leading paper, and conceded to it the largest general circulation. It was a noticeable fact that nearly every merchant would follow this up with some remark about the *Gazette*. Quite a number were of the opinion that the city circulation was about evenly divided between the *Hawk-Eye* and the *Gazette*. To cover the territory surrounding Burlington the merchants stated they would use but one paper, "The *Hawk-Eye*." Majority stated that they used space about equally in the *Hawk-Eye* and the *Gazette*, and that they found it profitable. *Hawk-Eye*, they thought, circulated more among upper classes, while *Gazette* went chiefly to the middle and laboring classes. It seemed to be the general opinion that the news service of the *Hawk-Eye*, both foreign and locally, was better than that of any other local paper.

It was a curious fact that the replies I received from the advertising managers of three of the leading stores, embracing a large clothing and men's furnishing, department and dry goods, and jewelry stores, were practically all alike. These men had full charge of the advertising of their different stores, and seemed well posted on local conditions. Two of them were enthusiastic advertisers and backed up their statements with sound convincing arguments. They all gave the *Gazette* credit for the largest circulation in the city, and considered it the best medium to use for their business. To reach surrounding territory would use *Hawk-Eye*. They all considered the middle and laboring classes the best to appeal to for their business, and thought that the *Gazette* covered this field thoroughly. Thought *Hawk-Eye* circulated more among better classes, and would use it for a high-grade proposition. They spoke favorably of the German paper, and thought that it paid them to use it.

But few of the merchants voluntarily made any remarks about the *Journal*. A glance through a number of copies showed me that but a small percentage of local merchants used it for advertising. Such remarks as, "Don't use it," "Don't amount to much," "Haven't got any circulation," were about all that

greeted me from the majority of the merchants.

From a number of parties who were in a position to know, I learned that the former management who had charge of the *Journal* up to about a year and a half ago had about ruined the paper. A number of business men denounced them as scoundrels of the worst type, and used words not fit to print. The climax, which no doubt forced the gentlemen to leave the city, came about when the contracts for the county printing were to be let in January, 1903.

The *Hawk-Eye's* advertising rate is no doubt the highest, with the *Gazette* a close second. Some merchants stated that both papers charged them about the same.

Mr. H. F. Agnew, President of Agnew News Co., which controls the entire circulation of all outside papers in the city, cheerfully gave the following information, taken direct from the statements of the various publishers for the month of April:

Paper.	Daily.	Sun.
Chicago American (3 editions)	285	1,900
" Tribune .....	157	373
" Chronicle .....	118	313
" Record-Herald .....	191	391
" Inter-Ocean .....	47	122
St. Louis <i>Globe-Democrat</i> .....	25	120
" <i>Republican</i> .....	10	15
" <i>Post-Dispatch</i> .....	—	70
" <i>Star</i> .....	—	20

Mr. Agnew further remarked that the local papers did not sell very well at the newsstands. They are all sold at two cents, with the exception of the *Depot Newsstand*, where five cents is charged. This price also holds good on Chicago dailies. The newsboy in charge of the stand remarked that the *Hawk-Eye* was the only Burlington paper that was sold to any extent. Thought the Sunday issue of the *Hawk-Eye* was a heavy seller.

The first paper called upon was the *Journal*. A casual glance revealed the fact that everything no doubt had seen better days. A young lady seemed to be the entire office force, and when I asked for the business manager directed me to a portly gentleman who was busy in the rear where the presses were located. Walked back, stated my errand, but he refused to make a statement of any kind, and said they could put him down for what they damn please.

When asked if he did not consider an advertiser entitled to know how much circulation he was getting for the advertising he carried in his columns, he replied: "That's my business, and none of the American Newspaper Directory's."

A *Journal* newsboy, when questioned later on, stated that there were about 14 carriers. That he carried 36 papers, and that only two boys carried more, one 40 and one 43. Assuming these figures to be correct, 600 would be a liberal estimate of the *Journal's* city circulation. Several local newspaper men who were familiar with the ratings of the American Newspaper Directory stated that the *Journal* should be given a "JKL" rating, as they were positive that the entire circulation of the *Journal* did not exceed 1,000 copies. Taking into consid-

eration the attitude of the business manager when questioned regarding circulation, the statement of the newsboy, the opinion of the above newspaper men and that of the merchants, would seem to indicate that the rating accorded the *Journal* in the 1904 Directory is incorrect, and that an "I" rating (exceeding 1,000 copies) would be a very generous estimate of the *Journal's* circulation.

The next paper called upon was the *Hawk-Eye*. The *Hawk-Eye* has by far the best equipped and most modern office of any newspaper in the city. When I stated my errand to the business manager, Mr. W. B. Southwell, he ushered me into his private office, and stated that any and all information I wanted was cheerfully at my disposal. The *Hawk-Eye* was established in 1890. It is a seven-column paper, published every morning, with the exception of Monday. The present editor and publisher, Mr. J. L. Waite, is also the postmaster.

The *Hawk-Eye* has turned out a number of men who have attained national fame. Notably Mr. R. J. Burdette, the famous humorist, who at present is occupying the pulpit at Pasadena, Cal. He served the *Hawk-Eye* about eight years, and during that time gave the paper national reputation. Several local merchants proudly called this fact to my attention. Mr. Frank Hatton, Postmaster - General during President Arthur's term, served the *Hawk-Eye* in the capacity of editor-in-chief during this period.

The *Hawk-Eye* lays claim to being the only daily newspaper in Iowa that conducts its mail subscription department strictly in advance. In proof of this Mr. Southwell exhibited his mailing lists, showing how the changes were made each day. The list further showed that the *Hawk-Eye* reached about every village and town in the surrounding territory, and that it ran all the way from a few copies to as high as 400 in some of the larger towns including rural routes.

Mr. Southwell considered the American Newspaper Directory the leading standard authority on newspapers. Was also warm in his praise of the *PRINTERS' INK* Roll of Honor. When asked why the *Hawk-Eye* discontinued appearing in the Roll of Honor after February 17th, replied: "I do not consider it a Roll of Honor any longer when such a statement as that of the *Evening Gazette* is permitted to appear." He considered the *Gazette* claim absurd, and further remarked: "Estimating five to a family, and allowing 25,000 population, would give 5,000 homes. The *Gazette* would have to enter practically every one of these in order to carry out their claim, and I know for a fact that they do not."

He did not care to make any claim regarding the weekly *Hawk-Eye*, but remarked that the daily had profited at the expense of the weekly, since the general establishment of rural routes.

The *Hawk-Eye* employs three salaried solicitors, who do nothing but solicit subscriptions. Weekly pay-roll about \$60. Paper consumed in one month about \$1,300.

Mr. Southwell then produced a printed statement covering the year 1903, as submitted to the American Newspaper Directory. A comparison with the first

four months, 1904, gave the following results:

	Jan.	Feb.	March.	April.
1903....	194,560	166,550	181,100	181,150
1904....	194,979	179,130	213,200	199,300

This is an increase of 63,240 copies as against the same period in 1903.

Politically the *Hawk-Eye* is, to use Mr. Southwell's own words, "a staunch, stalwart republican paper."

Next called upon the *Evening Gazette*, which is adjoining the *Hawk-Eye*. Mr. Geo. Stivers, the business manager, proved a very pleasant and entertaining talker, and, when I stated my errand, replied: "I'm glad you've come. I often wished *PRINTERS' INK* would get up a report on Burlington." He further remarked that everything was at my disposal, and that he would be glad to give me all information I wanted. The *Evening Gazette* has the distinction of being the oldest paper in Iowa, being established in 1836. It is democratic in politics, but against the Bryan and Hearst factions, whose cause in Burlington is warmly defended by the *Journal*.

Mr. Stivers considered the American Newspaper Directory a "mighty fine thing." When asked about the Roll of Honor he replied: "We find it profitable to appear in it, and in some cases are able to trace direct results."

The *Gazette* carries the following paid announcement in the American Newspaper Directory:

"If the *Gazette* does not circulate more papers in Burlington, and on the rural routes out of here, than the *Hawk-Eye* and the *Journal* combined, its advertising columns are at your disposal absolutely free. Rate, 15 cents an inch, net."

When questioned about this Mr. Stivers stated that he absolutely guaranteed the correctness of the above statement, otherwise no pay for advertising. He then exhibited press-room reports showing the output for the past four months. A comparison of these with the statement furnished the Directory for the year 1903 gave the following results:

	Jan.	Feb.	March.	April.
1903....	153,900	146,800	149,850	150,800
1904....	156,300	151,130	165,160	160,250

This is an increase of 31,400 copies for the first four months this year as against the same period in 1903.

The *Gazette* has a new press—a Goss-building. This will be installed about the middle of June, and the paper will then be enlarged to seven columns, at present only being six. Mr. Stivers stated the new press would have a capacity of about 25,000 an hour.

The *Volksfreund Tribune* was next called upon. The business manager, Mr. Carl Lohman, when asked if he cared to make any statement regarding his circulation, replied: "You see, it takes a good liar to make a circulation statement, and we are too honest for that." When shown the rating of the *Volksfreund Tribune* in the 1904 Directory, he remarked that the rating accorded him was not high enough. Asked to submit a detailed statement, he said he would think about it.

The office, while not as large as that of the other papers, carries a prosperous appearance, and judging from the favorable comment passed upon it by some of the leading merchants, a detailed

statement might possibly reveal a greater circulation than that with which it is at present credited. However, that's up to the business manager now. "Ich habe Ihm den Standpunkt klar gemacht."

Called several times at the office of the *Saturday Evening Post*, but was unable to find the publisher in. A young girl seemed to constitute the office force, and was unable to give any satisfactory information.

From what I learned, the "JKL" rating accorded it is no doubt correct.

In going over the evidence I had gathered, I found the *Hawk-Eye* unwilling to admit the statement of the *Gazette* in regard to city and rural route circulation as published in the American Newspaper Directory.

Remembering the statements of both managers that everything was at my disposal, I again called upon them the following Monday (May 16th) and asked to be allowed in the press rooms and check up the carrier boys as they started out on their routes. To my surprise, both Mr. Southwell and Mr. Stivers promptly granted my request. The *Gazette* I immediately checked up the same afternoon, and the *Hawk-Eye* the following morning.

That afternoon I personally saw twenty-five carrier boys take out 3,053 *Gazettes* for city and West Burlington delivery. The young man in charge asked each boy how many papers he wanted, then counted them out and charged the boy up with them. The total charge was as above stated 3,053. A comparison later on showed that this was slightly lower than the total delivery of the previous Monday. Also compared it with a number of other days and found it to be an average output. The pressman gave 6,200 as the number of complete perfect copies printed that evening. The counter registered 6,281, and he made an allowance of 81 copies spoiled. The woman who wrapped and prepared the papers for the mails when asked as to the number handled, replied rather promptly 2,500, with about 450 on the rural routes. This would leave about 200 copies for the office and city newsstands. Press used is a flat bed, double cylinder Hoe. Hand fed, two feeders. Pressman stated same had been installed about 15 years ago, and claimed an original capacity of 5,000 per hour. Did not consider it capable of turning out that many now.

Next morning at 3:15 A. M. I called at the *Hawk-Eye*. Between 3:30 and 6 o'clock twelve carrier boys took out for city delivery 1,972 copies. Adding to this 173 copies sent to West Burlington would give a total of 2,145 copies in city and West Burlington exclusive of newsstands and office sales. The mail edition of the *Hawk-Eye* I found to be something tremendous. During that entire time two men, assisted a greater part of the time by a third, did nothing but wrap and label papers. The mailing clerk is under bond furnished by Mr. J. L. Waite, the editor (who is also the postmaster), and all pouches are weighed and taken direct from the press room to the depot, without passing through the postoffice. The pressman gave the total number of perfect copies printed as 8,100. The counter registered

8,130. Press used is a Walter Scott, with an original capacity, according to the pressman, of 10,000 per hour.

According to these figures, the total OUTSIDE circulation of the *Hawk-Eye*, Tuesday morning, May 17th, was 5,955, lacking just 245 copies of being the total output of the *Gazette* the evening previous. This proves conclusively that the *Hawk-Eye* is the only paper that covers the territory tributary to Burlington thoroughly.

In the city of West Burlington the *Gazette* delivered Monday evening, May 16th, 908 copies more than the *Hawk-Eye* did the following morning. Assuming the statement of local parties who are competent to judge to be correct, that the entire circulation of the *Journal* does not exceed 1,000 copies, the claim of the *Gazette* that it has a larger city circulation than the *Hawk-Eye* and the *Journal* combined would thus be correct.

A general advertiser, living in the city, having an article that would appeal chiefly to the middle and laboring classes living IN the city, and desiring to use but one paper, would find the *Gazette* best suited for his purposes.

To cover the city and the surrounding territory thoroughly, the *Hawk-Eye* and the *Gazette* are pre-eminently the best papers.

For quality of circulation the *Hawk-Eye* undoubtedly leads. The *Hawk-Eye* also carries the largest number of Wants, For Sale, etc. During the week the *Gazette* is a close second. The Classified Columns of the Sunday *Hawk-Eye* carry over double the advertising of the week-day issues.

#### AUGUSTA, ME.

Augusta, the capital of Maine, is a city of about 12,000 persons, located on the Maine Central Railroad, and on the Kennebec River, at the head of steam navigation. It is a mill town, having manufactories of wood pulp, paper and cotton. There is also quite a lumber business. The Kennebec *Journal*, a morning paper, is the only daily published, but it covers its field, which is the county of Kennebec. It has either ten or twelve pages daily, and more on Saturday, and the subscription price is \$6.00.

Before going to any one in Augusta who advertises, I asked several persons if they believed the *Journal* was well circulated in and around Augusta. They all replied that from their observation they would say that it is very generally read in the city. In the county at large they didn't know so much about it.

The advertisers that were interviewed spoke very favorably of the paper. Their opinion, as a rule, agreed with what Mr. Bussell, of the Bussell & Weston Company, dry goods merchants, told me. He said that the Kennebec *Journal* is a satisfactory medium for city trade, and is especially good for the country around Augusta. I asked if the Lewiston *Journal* would not do as well for a general advertiser, but he didn't think it would.

Mr. Foggy answered questions for me at the publication office, in the absence of the proprietor. Mr. Foggy believes that the circulation of the daily averages at present a trifle over 6,000. The figures for 1903 in the American Newspaper Directory are 5,778. The increase is

due almost entirely to new subscribers on the rural deliveries. Kennebec is the banner county of the whole country for rural deliveries, as there are fifty-four of them in the county, and the Kennebec *Journal* is the only morning daily in the field, with the exception of the newly established Waterville *Sentinel*, which has not hurt the *Journal* to any extent except in Waterville itself, where the sale of the Augusta paper has fallen off. Practically every one of the fifty-four deliveries can be reached by the *Journal* on the day of publication. Considerably over half of the circulation, Mr. Fogg stated, is outside Augusta, either in the farming districts or in Waterville, Hallowell and Gardiner, nearby villages. Although I was not shown any proof of circulation, I know of no reason for doubting Mr. Fogg's statement. For covering Kennebec county, the Kennebec *Journal* will be found the best medium, and Kennebec county is a good one for an advertiser to cover.

I asked at two newsstands about the relative sales of out-of-town dailies. Both placed the *Globe* first among Boston morning papers, then the *Post*, and then the *Herald* and *Journal*. The Lewiston *Journal* has the call among evening papers.

#### BANGOR, ME.

If Boston is the Hub of the Universe, Bangor may be called the Hub of Maine. It is the trading center for all that part of the State east of the Kennebec, and it is thoroughly awake to the situation. While it has less than 25,000 people, there is a very large tributary population, especially to the east. The lumber industry is the greatest business of the section, but there is a flourishing general trade, and agricultural interests are strong. Bangor is a port of entry, being finely situated on the Penobscot River. The Maine Central Railroad leaves the city in three or four directions. There are two daily newspapers, the *News*, published in the morning, and the *Commercial* in the evening. Both are papers which the city is justly proud of. The *Commercial* has four editions daily, and is more in evidence on the street than the *News*. This accounts somewhat, I think, for the fact that every person, not an advertiser, whom I approached in regard to the papers was confident that the *Commercial* has the larger circulation.

The Bangor House is the headquarters in eastern Maine for a large number of commercial travelers, and the clerk there placed the *Commercial* along with the Lewiston *Journal* in point of influence. These two papers, he said, were the best in Maine. The newsstands did not like to put one paper above another as regards circulation. The lady in charge of one stand went so far as to tell me, however, that the *Commercial* is a "nice paper," in which assertion I heartily agreed with her. Two policemen, a druggist and three street car conductors believed that the *Commercial* excels the *News* in circulation.

W. H. Salley is proprietor of a small clothing store in the city. He uses the *Commercial* only, and believes it is sufficient for his needs.

Benoit's clothing establishment adver-

tises in both papers. Mr. Benoit was of the opinion that the *Commercial* has a larger circulation than the *News* within the city, but for some reason his best results come from the *News*.

Mr. Mongovan, of the C. C. Nichols Dry Goods Company, uses both papers, and although he has been an advertiser in other cities, he knows of no other papers in New England from which the results are so satisfactory as from the *News* and *Commercial*. It is a significant fact that Mr. Mongovan has never had a mail order which could be traced to the *Commercial*, though frequently an out-of-town purchaser writes, "I saw your ad in the *News*." But Mr. Mongovan would not say that the *News* is of more value to the company he represents than the *Commercial*.

R. M. Lewsen & Company, cloak house, advertises more extensively in the *News*. I was explicitly told, however, that this does not signify that they do not consider the *Commercial* just as good.

A large piano house which I visited uses only the *Commercial*. Formerly the *News* was also on the list, but second-hand goods were all that could be disposed of by its means and it was dropped. "There is only one paper in Bangor," I was told.

One of the largest department stores in the city was visited by me, and the advertising man stated that he uses only the *Commercial*, as he believes that the *News* duplicates to a large extent the circulation of the other paper. I afterwards found out, however, that he would advertise in the *News* if the paper would cut its rate for his benefit.

These were the most significant of the statements made by the advertisers. As a rule the others considered the two papers equally valuable.

The *Commercial*'s manager stated that less than half of the circulation of the daily is within the city. The paper can reach the eastern borders of the State—Eastport and Calais—and away up into Aroostook County in time for evening reading, and has a big sale at Bar Harbor, Brewer, Oldtown and other places nearer by. The average daily circulation for 1903, as furnished the 1904 American Newspaper Directory, was 8,213, and for April, 1904, was over 9,000, as shown by the detailed statement shown me. The *Commercial* has 10 or 12 pages five days in the week, and 20 on Saturdays. On the Saturday I was in Bangor these 20 pages had plenty of advertisements, almost too many for the looks of things. But there were more than usual, I was told, though the Saturday edition always has its full share of advertising.

Mr. Reed, manager of the *News*, showed me the daily circulation statements of circulation since January 1st, and from these the average at present appears to be over 10,000. Also, the mailing list was shown me, and the *News* may well be proud of it. Five circulators have been at work all the spring in the city and out, and the results have been very satisfactory. Mr. Reed believes that the Eastern war has raised the sales, as the *News* has the exclusive morning field. The circulation, I was told, is over half out of the city.

The *Globe* circulates the best of the Boston papers in Bangor, and I should

think the *Herald* would come next, and then the *Post* and the *Journal*.

There is plenty of room for both the *News* and the *Commercial* in the territory they cover. For Bangor readers alone I should choose the *Commercial*, but both are strong outside, and the outside circulation furnishes but little duplication. The *News* and the *Commercial* may both be used to advantage by a general advertiser.

#### BATH, ME.

Bath is known chiefly for its large shipbuilding industry. Shipbuilding and its allied branches furnish occupation for the great majority of its workmen. The population is something over 11,000 and is made up entirely of Anglo-Saxons, in which particular Bath differs from very many New England cities. It is located on the Kennebec River, twelve miles from its mouth, and on the Maine Central Railroad.

From what local advertisers told me in Bath, I am confident of two things—that Bath people, very generally, read advertisements, and that about all of them read the *Times*, which is the only daily published in the city. To a larger extent than is usually the case in a small city, advertisers were willing to say that they can trace business directly to *Times* advertising. One man told me that his advertisement in the *Times* brings him trade from Brunswick, a village several miles distant, although at the office of the paper I was informed that the circulation in Brunswick is inconsiderable.

About everybody in Bath, as I have stated, reads the *Times*. It has no afternoon competition whatever from outside. In the morning the *Press* and *Argus* from Portland come in to a considerable extent, and Boston papers have a good sale, chiefly the *Globe*, *Post*, *Herald* and *Journal*.

Mr. Frank B. Nichols, proprietor of the *Times*, gave me every facility for proving his circulation statement as furnished Rowell's *Directory*. The figures for 1903 were 2,254, and at present the average is probably 100 more than these figures indicate. On the day I visited Bath the counter on the press showed 1,188, and one side of the day's edition had been printed, which would give 2,376 copies for the day. Mr. Nichols says that he doesn't know of an advertiser who doubts the circulation figures, which are printed at the top of the editorial columns daily for the previous day, and I don't see why any one should doubt Mr. Nichols' word. The *Times'* statement is as nearly correct as it can be made.

Mr. Nichols is fortunate in having a good plant for printing his paper. The office occupies about the most attractive-looking building on Front street, the business thoroughfare. The presses are in the basement, and the composing room is on the second floor. Typesetting machines have been ordered, and after that Mr. Nichols should be happy, it seems to me. He has a good proposition for an advertiser, and the people of Bath are good people to know. The city has more than its share of wealthy men, in addition to the prosperous workers in the shipyards. In passing it may be said that the *Times'* subscribers pay in advance—every one of them.

#### 1903 A RECORD YEAR

FOR THE

## Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 72 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

The average circulation for

1903: Sunday, 191,317;

Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

Increase Your Sales

USE

Silverware  
for Premiums

SPECIAL

Qualities

Patterns

Prices

**International Silver Co.**

Factory "C,"  
Bridgeport, Conn.

## DEPARTMENT FOR MANUFACTURERS AND WHOLESALERS.

*By Edmund Bartlett, 150 Nassau St., New York.*

There is a peculiar subtlety of thought that makes good advertising and great literature—something that is achieved only by "digging."

Specifically in advertising (or in anything else, for that matter) it is that quality which enables the trained man to do exactly the right thing easily and naturally where the tyro succeeds only in straining after effect.

Some people might call this experience—but experience and "digging" are very nearly the same thing. You cannot have experience unless you dig for it.

To illustrate: Here is a large manufacturing concern that has built up a branch of its business through distinctive advertising largely through the mails, it being a case where newspapers and magazines could not be used because the consumer did not figure in it at all.

The advertising was largely of an educational nature. It required time, thought, skill and experience to create exactly the type of work that would most forcibly impress buyers with the peculiar and distinctive qualities of the goods, in contrast with those of older and better known brands. It was upon the successful presentation of these points of difference that the success of the work largely hinged—simply exploiting the name of the brand was not sufficient.

The advertising performed its mission all right. You could ask almost any person in the trade to whom it was directed and he would remark about the individuality of the advertising and recite almost offhand all of the peculiar "talking points" of the goods.

Needless to say, when you can get a man so thoroughly familiarized with the peculiar qualities of your goods the question of im-

pressing your brand on him as a brand is wholly accomplished—he already knows it as a brand possessing such and such qualities.

Likewise, it is true when you succeed in doing this it isn't well to let up—because there are new possible users of the goods springing up all the time who are not thoroughly familiar with their qualities. Further, if you abandon your original lines of advertising to old users and undertake to keep only the name of the brand before them, they are apt to forget or lose sight of the things that lie behind the brand.

That is precisely the mistake which this concern is making. Evidently feeling secure that the aforesaid qualities are so well known, they now feature the brand as a brand, mentioning the things which are responsible for its excellence only in a perfunctory way. Not only do they neglect exploiting these things, but they leave a break in their fortifications through which competitors may enter by working on substantially the same lines which they inaugurated and now feel in a position to abandon, but which they might retain as pioneers.

All of this is surely coming about. Instead of maintaining their former standard of forcible, interesting, educative advertising, the work is degenerating into the distinctly commonplace. It lacks force and initiative—it is "light"; while on the other hand, the advertising of competitors is as forcible as this concern's was in the beginning. Inasmuch as the sale of the goods is largely dependent upon the excellence of the advertising it is easy to see who will win out.

Moral: The reputation of being a live, aggressive, modern advertiser is a valuable business asset,

and it cannot be created with "light-weight" advertising.

\* \* \*

I recently asked a hustling traveling man how he secured his business—whether he pounded the sidewalks in an indiscriminate chase after trade, or whether he used a little "head work" to save himself so much running around.

"When I took up this territory," he replied, "hardly anybody knew the house as a maker of the particular line of goods I am selling. I didn't fully know the field myself. I only knew that the goods were equal to any made and that there were a lot of people who would buy them if we could only get together. That was the problem—to get in touch with the proper people in the first place, and then get around and tell my story often enough in the second place.

"Naturally, I looked up all the people who ought to buy the goods, but when I approached them I found that they had never heard of the house or were skeptical about qualities, or were not disposed to change from other goods that they were thoroughly familiar with.

"A short experience like this was enough for me and I resolved to pursue different tactics. I then made it a cardinal principle not to approach a new man until I had gotten after him some time in advance by mail. Then when I went to talk to him I found that he was much more disposed to listen than he would have been had I gone to him unannounced.

"Why doesn't your house do this educative work by mail on a systematic scale throughout your territory and that of the other salesmen?" I asked.

"Well," was the reply, "all the boys want it, but the manager doesn't believe in it—says that people don't read advertising matter—claims he throws everything of such a nature into the waste basket, but I take notice he is impressed with such matter as really interests him."

This salesman has the true advertising instinct, and as an effi-

cient promoter of sales he really deserves the managerial chair.

\* \* \*

I trust it will not be considered captious to say that a great deal of current advertising distinctly lacks weight.

It suggests the platitudinous talk of a young divine or an embryo LL.D talking to a lot of hard-headed men who may not be well versed in the principles of the profession, but who do know a good talk when they hear it.

The trouble with a great deal of mediocre advertising is plain on the face of it—it shows that the necessary "digging" process has not been gone through with. Whether you are an adsmith or a blacksmith *you've got to dig*. If you shirk the "digging" process your production will be strongly suggestive of the empty rain barrel that used to stand at the corner of the house. When you hit it a resounding whack it gave forth a beautiful hollow sound.

The best way to exploit a business does not always show on its face—and it is just as well that it doesn't, because if it did your competitors would likely have seized upon it long ago.

Your advertising campaign must be based on the peculiar conditions of your business—and your campaign had better not be launched until the advertising thoroughly harmonizes with these conditions.

This may sound somewhat trite, but when you reflect that the policy of many a business must be entirely remade before it can be successfully advertised, it isn't so trite after all.

The right way is there—dig!

The conditions which make wireless telegraphy possible have always existed, but they were never practically applied until Marconi came along.

*The German Weekly  
of National Circulation*

**Lincoln Freie Presse**

LINCOLN, NEB.

Circulation 145,448. Rate 35c.

## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE:  
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

Over half of the gas heater advertisement here designated as No. 1 is devoted to the portrayal of a scene which doesn't seem to point any particular moral or have anything to do with the case. The fact that Betty gives Bob and Blinker a bath is no particular argument for the efficiency and the convenience of a gas heater. If, however, for some unknown reason it is

assumed it to be an appropriate illustration for this advertisement.

It probably belongs to the class of picture known as "cute," and for this reason may appeal to certain people.

As a general proposition mere attractiveness or "cuteness" does not constitute the essentials of a good advertising illustration. It is better to have a picture that helps



Betty gives Bob and Blinker a Bath.

## EASY TO OPERATE.

The Perfection Gas Water Heater which we are selling this season has twelve copper tubes exposed to the fire. The burner is easily lighted and water is heated rapidly.

Connected to Boiler, \$8.00.

**GAS DEPARTMENT, PUBLIC SERVICE.**

**No. 1**

essential to give us graphic evidence of the bath incident, it would be better to do so after the fashion of No. 2 which makes a picture of a more striking and printable character.

It is just possible that the one responsible for this advertisement thought that the picture was attractive, and for that reason as-

to tell the story and point the argument.

It is true that the first duty of a picture is to attract attention, but it should do something more—it should help sell the goods—and in order to do this, it must in some way be an argument for the goods.

The only exception to this rule is the picture of a pretty woman,

**Betty gives Bob and Blinker a Bath.**



No.2

which is always appropriate no good reason, but simply because it matter how or where it may be is true. \* \* \*

If you are going to use any pictures at all, give them a chance. Better have no illustration than one which is so limited in space that it gets lost.

The Business World advertisement here reproduced is good, and the solid black and white picture has unquestionable merit, worthy of more space.

The original drawing must have been very strong and striking. In quarter page magazine form, however, the cut was barely an inch in height, and so great a reduction necessarily detracted some from the force and excellent effect of the picture.

If this had been made full width of the space, it would not have taken up too much room, and would have been much more satisfactory and useful.

**The Man at the Desk**  
You need him in your business,—  
to keep it a-going.

**TO REACH MEN**  
Put your advertising into men's magazines. There are few such exclusive mediums. This is one — 18 years in its field.

**The Business World**  
The Office Magazine

Ad rates on request. Sample Copy, 10¢.  
SUBSCRIPTION 2 YEARS, \$2.00

**Business Publishing Co.**  
61 LUPTON BLDG., NEW YORK CITY

used. This is not true for any

Here is a liquid glue advertise-

ment which is nothing particularly remarkable, but at the same time has its good points.

There isn't anything particularly funny about putting an eagle's head on a tube of glue, and putting arms and legs on him.

The effect of this ad, however, is

**STICKS  
EVERYTHING  
STICK—  
ABLE**

A five-cent  
tube of

**Army & Navy  
Liquid  
Glue**

will mend hundreds  
of dollars' worth of cut-  
glass, china, bric-a-brac,  
furniture, etc.

Always ready for use  
—no bother to apply and  
takes but a moment's  
time.

Far superior to all  
other liquid glues and  
cements, because it is made  
from entirely different basic  
materials.

If your dealer hasn't  
it, send 5 cents for  
sample tube, to

**Wachter Mfg. Company,**  
809 West Pratt Street, Baltimore, Md.

certainly good. It does not go too far toward the ridiculous, nor is there any laborious attempt to be comical. It is always dangerous to try to be funny in advertising, but little oddities of this kind are good if properly carried out.

**DIDN'T LOSE A CENT.**

23-25-27 City Hall Place.  
NEW YORK, June 9, 1904.

*Editor of PRINTERS' INK:*

We notice in the list of creditors of the Pettingill Agency, which appears on page 48 of your issue of June 8, "People's Home Journal, \$2,151," and wish to state that this is an error, as the agency referred to did not owe us one cent at the time of their failure.

Yours truly,

F. M. LUPTON,  
Per Thomas H. Child, Adv. Mgr.

A LITTLE folder from Miller Bros., Kansas City, deals with the concern's dyeing department in a practical way, describing various methods and effects and giving prices.

**NOTES.**

THE advantages of electric delivery wagons over horse vehicles are set forth briefly in a neat folder from Hayden Eames, Cleveland.

THE Studebaker plant, at South Bend, Ind., is made the basis of an extremely tasteful brochure for distribution at St. Louis, maps of that city and the exposition being included.

A PACKET of literature from the *National Harness Review*, Chicago, demonstrates the value of that journal's want ads—a department seldom pushed energetically in a trade paper.

W. GUILBAULT, optician, Biddeford, Me., sends out a factual folder that has been cleverly compiled from manufacturers' cuts and decorative half-tones. Prices would have helped.

A MAILING card from the Philadelphia Electric Co., Philadelphia, is attractive in design, but leaves doubt in the reader's mind as to whether the company is selling trolley cars or electric motors.

PICTURES of the Chautauqua grape belt, with suggestions for using grape juice in sickness, for social affairs and as a general home drink, form the matter of the latest booklet from the Welch Grape Juice Co., Westfield, N. Y.

DURING the recent meeting of the American Society of Mechanical Engineers at Chicago the members of the society in that city issued a handsome sixty page book of information about Chicago, considered particularly from the engineering viewpoint.

A BOOKLET describing his advertising service offered by the E. S. Paret Company, Philadelphia, deals with details of advertising, illustrating, designing, printing, addressing and mailing. The company appears to do high grade work in this field, but is not a placing agency.

A PACKET of literature from the Board of Trade, Oakland Cal., includes a magnificent view of that city's water front, with suggestions as to its possibilities for manufacturers, and several booklets dealing with attractions for business men, homeseekers, mechanics, the city's size and prosperity, etc.

"ONE Summer in Brookside" is a handsome brochure from Brookside Inn, Preston County, W. Va. With camera and pen have been told the story of a pleasant vacation in the West Virginia mountains, and the typographical dress furnishes an attractive setting to the story. Imprint of the Foley & Hornberger agency, Philadelphia.

THE latest brochure of the Bowery Savings Bank, New York, is entitled "Wanted—A Man." Besides showing the necessity for saving, it lays stress on the fact that the fellow who is not afraid to do a little more than he is paid for, and who works with initiative, gets on much faster than the clock-watcher. The ideas are not new, but they have been vigorously presented.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

**37** Announcements under this classification, if entitled as above, cost 20 cents per line under a **YEARLY** contract, \$2.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

**Anniston**, Evening Star. *Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,316.*

**Birmingham**, Ledger, d'y. *Average for 1903, 16,670. E. Katz, Special Agent, N. Y.*

## ARIZONA.

**Bisbee**, Review, daily. *W. B. Kelley, pub. In 1902 no issue less than 1,250. In 1903 no issue less than 1,750.*

**Phoenix**, Republican. *Daily average for 1903, 6,085. Chas. T. Logan Special Agency, N. Y.*

## ARKANSAS.

**Fort Smith**, Times, daily. *In 1903 no issue less than 1,000. Actual average for August, September, October, 1903, 8,198.*

**Little Rock**, Arkansas Methodist. *Geo. Thornburgh, pub. Actual average 1903, 10,000.*

## CALIFORNIA.

**Fresno**, Morning Republican, daily. *Aver. 1903, 5,160, March, 6,250. E. Katz, Sp. Ag., N. Y.*

**Oakland**, Signs of the Times. *Actual weekly average for 1903, 52,542.*

**Redlands**, Facts, daily. *Daily average for 1903, 1,456. No weekly.*

**San Diego**, San Diegan Sun. *Daily average for 1903, 2,737. W. H. Porter, pub.*

**San Francisco**, Call, d'y and S'y. *J. D. Spreckels. Aver. for 1902, d'y 60,555, S'y 71,584 (80). At 1903, daily 61,948; Sunday 82,015.*

**San Jose**, Evening Herald, daily. *The Herald Co. Average for year end, Aug., 1903, 8,597.*

**San Jose**, Morning Mercury, daily. *Mercury Publishing Co. Average for 1902, 6,266.*

**San Jose**, Pacific Tree and Vine, mo. *W. G. Rohmann. Actual average, 1903, 6,155. First three months, 1904, 8,166.*

## COLORADO.

**Denver**, Post, daily. *Post Printing and Publishing Co. Average for 1903, 58,798. Average for May, 1904, 47,824. Gain, 9,330.*

**37** The absolute correctness of the latest circulation rating accorded the **Denver Post** is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

**Hartford**, Times, daily. *Average for 1903, 16,509. Perry Lukens, Jr., N. Y. Rep.*

**Meriden**, Morning Record and Republican. *Daily average for 1903, 7,582.*

**New Haven**, Evening Register, daily. *Actual gv. for 1903, 15,571; Sunday, 11,292.*



**New Haven**, Goldsmith and Silversmith, monthly. *Actual average for 1903, 7,817.*

**New Haven**, Palladium, daily. *Average for 1903, 7,625. E. Katz, Special Agent, N. Y.*

**New Haven**, Union, Av. 1903, 15,827, first 3 mos. 1904, 15,942. *E. Katz, Special Agent, N. Y.*

**New London**, Day, ev'g. *Aver. 1903, 5,618. Gain over 1902, 415; 3 mos. 1904, 5,642.*

**Norwich**, Bulletin, morning. *Average for 1903, 4,988; first three months 1904, 5,175.*

**Seymour**, Record, weekly. *W. C. Sharpe, Pub. Actual average 1903, 1,169.*

**Waterbury**, Republican. *Daily average 1903, 5,846. LaCoste & Maxwell, Spec. Agts., N. Y.*

## DELAWARE.

**Wilmington**, Every Evening. *Average guaranteed circulation for 1903, 10,784.*

**Wilmington**, Morning News, daily. *News Publishing Co., publishers. Av. for 1903, 9,988.*

## DISTRICT OF COLUMBIA.

**Washington**, Ev. Star, daily. *Ev. Star News-paper Co. Average for 1903, 54,085 (80).*

**National Tribune**, weekly. *Average for 1903, 104,599. First six mos. 1903, 112,268. Smith & Thompson, Rep., N. Y. & Chicago.*

## FLORIDA.

**Jacksonville**, Metropolis, daily. *Aver. 1903, 8,598. E. Katz, Special Agent, New York.*

**Tampa**, Morning Tribune, daily. *Tampa Tribune Pub. Co. Average for 1903, 6,610.*

## GEORGIA.

**Atlanta**, Journal, d'y. *Av. 1903, 28,928. Semi-weekly 89,981.*

**Atlanta**, News. *Actual daily average, 1903, 26,104. Average April, 1904, 26,547.*

**Atlanta**, Southern Cultivator, agriculture, semi-mo. *Actual average for 1903, 28,125.*

**Lafayette**, Walker Co. Messenger, weekly. *N. C. Napier, Jr., pub. Av. for 1903, 1,640.*

## IDAHO.

**Bolco**, Capital News, d'y and w. *Capital News Pub. Co., pub. Aver. 1903, daily 2,761, weekly 5,475.*

**Cairo**, Citizen. *Daily average (1903, 818) weekly, 1,110. April, 1904, daily, 1,177; weekly, 1,135.*

**Champaign**, News. *In 1903 no issue less than 1,100 daily and 5,400 weekly (163). First four mos. 1904, no day's issue of daily less than 2,600.*

**Chicago**, Ad Sense, monthly. *The Ad Sense Co., pub. Actual average for 1903, 6,955.*

**Chicago**, Alkaloidal Clinic, monthly. *Dr. W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation now 50,000. Aver. for last twelve months, 25,250, reaching over one-fourth of the American medical profession.*

## A Roll of Honor—Continued.

**Chicago.** American Bee Journal, weekly. Actual average for 1903, 7,485.

**Chicago.** Bakers' Helper, monthly. H. H. Closson. Average for 1903, 4,175 (G).

**Chicago.** Broders' Gazette, stock farm, weekly. N. Sanders Pub. Co. Actual average for 1903, 67,880, 20 weeks ending May 18, 1904, 69,162.

**Chicago.** Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000.

**Chicago.** Grain Dealers Journal, a. mo. Grain Dealers Company. Av. for 1903, 4,584 (G).

**Chicago.** Home Defender, mo. T. G. Mauritsen. Act. av. 1903, 22,560. Last 3 mos. 1903, 24,000.

**Chicago.** Journal Amer. Med. Assoc. Wy. av. 1903, 28,615, Jan., Feb., Mar., 1904, 30,725.

**Masonic Voice-Review,** mo. Average for 1903, 26,941. For six months 1903, 26,186.

**Chicago.** Monumental News, mo. R. J. Haight, pub. Av. for year end July, 1903, 2,966.

**Chicago.** Musical Leader & Concert-Goer, wy. Aver. year ending January 4, 18,548.

**Chicago.** National Harness Review, mo. Av. for 1903, 8,291. First 8 mos. 1903, 6,250.

**Park and Cemetery and Landscape Gardening,** mo. Av. for year ending July, 1903, 2,041.

**Chicago.** Record-Herald. Average for 1903, daily 15,418, Sunday 191,817.

**Chicago.** Retailer's Journal, monthly. Act. ual average for 1903, 6,758.

**Chicago.** The Operative Miller, monthly. Act. ual average for 1903, 6,542.

**East St. Louis.** Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (193). Average first six months 1903, 14,885.

**Evanston.** Correct English: How to Use It, mo. Actual aver. year ending March, 1904, 16,000.

**Keokuk.** Star-Courier. Average for 1903, daily 8,088, weekly 1,414. Average guaranteed circulation daily for Jan'y, 1904, 5,180.

**Pearl.** Star, evenings and Sunday morning. Actual *sworn* average for 1903, 22,197.

**Rockford.** Register Gazette. Dy. av. for 1903, 5,226, a. av. 6,416. Shannon, 150 Nassau.

**Rockford.** Republic, daily. Actual average for 1903, 6,540. La Crosse & Maxwell, N. Y.

### INDIANA.

**Evanston.** Courier, daily and S. Courier Co., pub. Act. av. '02, 11,218 (194). *Sworn* av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

**Evansville.** Journal-News, Av. for 1903, d'y 18,852, Wy. 14,120. E. Katz, Sp. Agt., N. Y.

**Goshen.** Cooking Club, monthly. Average for 1903, 26,578. A persistent medium, as housewives keep every issue for daily reference.

**Indianapolis.** News, dy. Aver. net sales in 1903, 99,385, April, 1904, 80,668.

**Lafayette.** Morning Journal, daily. *Sworn* average 1903, 4,092, April, 1904, 4,498.

**Marion.** Leader, daily. W. B. Westlake, pub. Actual aver., 1903, 5,295; March, 1904, 5,722.

**Muncie.** Star, dy and S'y. Star Pub. Co. Aver. for 1903, d'y 25,856, S'y 19,230.

**Notre Dame.** The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,032.

**Princeton.** Clarion-News, daily. Clarion Publishing Co. Average for 1903, 1,820.

**Richmond.** Evening Item. *Sworn* dy. av. for 1903, 8,552. Same for Dec., 1903, 8,742.

**Richmond.** Sun-Telegram. *Sworn* av. 1903, dy. 8,311. For Feb., 1904, 8,944.

**South Bend.** Tribune. *Sworn* daily average 1903, 5,718. *Sworn* av. for March, 6,634.

### INDIAN TERRITORY.

**Ardmore.** Ardmoreite, daily and weekly. Average for 1903, dy., 1,951; wy., 6,872.

### IOWA.

**Arlington.** News. All home-print weekly. W. F. Lake, pub. Average for 1903, 1,406.

**Burlington.** Gazette, dy. Thos. Stivers, pub. Average for 1903, 5,864. Jan., 1904, 6,050.

**Davenport.** Times. Daily aver. 1903, 8,055, s. wy. 1,660. Daily aver., March, 1904, 9,565. Cr. guar. more than double of any Davenport daily.

**Decorah.** Decorah-Posten (Norwegian). *Sworn* av. cir. n., 1903, 89,681. March, 1904, 46,856.

**Des Moines.** Capital, daily. Lafayette Young, publisher. Actual average for 1903, 81,885. Average for May, 1904, 85,897.

**City circulation** the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

**Des Moines.** Spirit of the West, wy. Horses and live stock. Average for 1902, 6,095.

**Des Moines.** Wallace's Farmer, wy. Est. 1879. Actual average for 1903, 88,769.

**Muscatine.** Journal. Daily av. for 1903 4,849, semi-weekly 2,768, first four months 5,167.

**Ottumwa.** Courier. Daily average for March and April, 1904, 5,021. Tri-weekly average for March and April, 1904, 7,704.

**Shenandoah.** Sentinel, tri-weekly. Covers Page and Fremont counties. Average 1903, 8,851.

**Sioux City.** Journal. Dy. av. for 1903 (*sworn*) 19,492, daily av. for Jan., Feb. and Mar., 1904, 20,871. Records always open. More readers in its field than of all other daily papers combined.

### KANSAS.

**Girard.** Appeal to Reason, weekly. J. A. Wayland. Average for 1903, 260,696.

**Hutchinson.** News. Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.

**Topeka.** Western School Journal, educational monthly. Average for 1903, 8,125.

### KENTUCKY.

**Harrodsburg.** Democrat. Best weekly in best section Ky. Av. 1903, 8,582; growing fast.

**Lexington.** Leader. Av. '03, 5,528, Sp. 4,092, 1st q'tr '04, dy. 5,928, Sp. 5,448. E. Katz, agt.

**Louisville.** Evening Post, dy. Evening Post Co., publs. Actual average for 1903, 26,964.

**Paducah.** Sun, daily. Average, 1903, 2,151; for May, 1904, 2,918.

### LOUISIANA.

**New Orleans.** Item, daily. R. M. Denholme, publisher. Average for Jan., 1904, 19,895, Feb., 26,512; March, 26,654.

**New Orleans.** Louisiana Planter and Sugar Mfr., wy. In 1902 no issue less than 8,000.

**New Orleans.** News. Dy. av. 1903, 17,525, Sunday, 17,687. E. Katz, Special Agent, N. Y.

**New Orleans.** The Southern Buck, official organ of Elkdom in La. and Miss. Av. '03, 4,750.

### MAINE.

**Augusta.** Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,269,995.

**Bangor.** Commercial. Average for 1903, daily 8,313, weekly 29,000.

# A Roll of Honor—Continued.

**Dover.** Piscataquis Observer. Actual weekly average for 1903, 1,904.

**Lewiston.** Evening Journal, daily. Aver. for 1903, 6,814 (©©), weekly 15,452 (©©).

**Phillips.** Maine Woods and Woodsman, weekly. J. W. Brackett. Average for 1903, 8,041.

**Portland.** Evening Express. Average for 1903, daily 11,746, Sunday Telegram 8,090.

## MARYLAND.

**Baltimore.** News, daily. Evening News Publishing Co. Average 1903, 44,582. For May, 1904, 56,187.

## MASSACHUSETTS.

**Boston.** Globe. Average for 1903, daily 195,554. Sunday, 297,824.

Largest circulation in New England.  
Advertisements go in morning and afternoon editions for one price.

**Boston.** New England Magazine, monthly. America Co., publs. Average 1902, 21,580.

**Boston.** Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (©©)

**Boston.** Post, dy. Average for 1903, 175,508. Aver. for April, 1904, dy. 213,157, Sy. 177,950. Largest p. m. or a. m. sale in New England.

**Boston.** Traveler. Est. 1824. Actual daily av. 1903, 73,532. In 1903, 76,666. For 1904, to June 1, daily average, 82,794.

Largest evening circulation in New England. Reps.: Smith & Thompson, N. Y. and Chicago.

**East Northfield.** Record of Christian Work, no. 81. Aver. for year end'd Dec. 31, 1903, 20,250. A high-class magazine for use ONLY by high-class advertisers. Page rate \$22.50 flat, pro rata.

**Gloucester.** Daily Times. Average for 1903, 6,580. First seven months 1903, 6,629.

**Gloucester.** Cape Ann News. Actual daily average year ending February 15, 1904, 4,804, February, 1904, average 6,016.

**North Adams.** Transcript, even. Daily net av. 1903, 5,267. Daily av. printed May, '03, 5,894.

**Springfield.** Good Housekeeping, mo. Average for 1903, 185,992. First six months 1904, 161,166. All advertisements guaranteed.

**Springfield.** Republican. Av. 1903, dy. 15,542 (©©). Sun. 15,276 (©©), w. 4,656.

**Worcester.** Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

**Worcester.** L'Opinion Publique, daily (©©). Average Jan., 5,180. Only French paper in United States on Roll of Honor.

## MICHIGAN.

**Adrian.** Telegram, dy. D. W. Grandon. Av. for 1903, 8,912. Aver. 1st 4 mos. of 1904, 4,100.

**Detroit.** Free Press. Average for 1903, daily 42,918, Sunday 58,845.

**Grand Rapids.** Evening Press, dy. Average 1903, 27,499. 40,000 guar. daily for 1904.

**Grand Rapids.** Herald. Average daily issue for 1903, 22,324.

**Jackson.** Citizen, daily. James O'Donnell, pub. Actual average for 1903, 4,419 (66). Average for first six months 1903, 4,328.

**Jackson.** Press and Patriot. Actual daily aver. for 1903, 5,649. Av. May, 1904, 6,576.

**Kalamazoo.** Evening Telegraph. Last six months 1903, dy. 8,886, s. w. 8,651.

**Kalamazoo.** Gazette-News, 1903, daily, 8,671. Guarantees 4,000 more subscribers than any other daily paper published in the city. Actual 3 mos' to April 1, 9,493.

**Saginaw.** Evening News, daily. Average for 1903, 11,615. May, 1904, daily 14,985.

## MINNESOTA.

**Minneapolis.** Farmers' Tribune, twice-a-week W. J. Murphy, pub. Aver. for 1903, 68,686.

**Minneapolis.** Farm, Stock and Home, semi-monthly. Actual average 1903, 72,854. First six months 1904, 79,500.

**Minneapolis.** Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1903, 49,067.

**Minneapolis.** The Housekeeper; household monthly. Actual average 1903, 268,250.

**Minneapolis.** Journal, daily. Journal Printing Co. Present daily average 64,727.

## Leading Them All.

In May, the JOURNAL set another hot pace for all other Minneapolis papers.

In May, 1904, the JOURNAL carried 10 per cent more advertising than it carried in May, 1903.

Note—The JOURNAL had only 26 issues, while the daily and Sunday papers had 36 issues and 5 big Sundays.

In May—The JOURNAL carried 63 per cent more advertising (clean) than any other Minneapolis daily paper, also more advertising than any other Minneapolis paper, daily and Sunday issues combined.

In May—The JOURNAL carried 72 per cent more foreign advertising than any other Minneapolis daily paper, and 36 per cent more than any other Minneapolis paper, daily and Sunday issues combined.

In May—The JOURNAL carried over 44 per cent more local advertising than any other Minneapolis daily paper, also more local advertising than any other Minneapolis paper, daily and Sunday issues combined.

In May—The JOURNAL carried over 82 per cent more columns of classified advertising than any other Minneapolis daily paper.

In May—The JOURNAL's daily Home Circulation (the kind that means most to advertisers) averaged

## 64,727 Copies

The JOURNAL is the progressive, enterprising home paper of Minneapolis. For further information write STARKE OF NEW YORK.

**Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1902, daily, 66,872; Sunday, 56,850. For 1903, daily average, 72,854; Sunday, 61,074. Daily average, last quarter of 1903, was 77,129; Sunday, 62,924. Sunday average for first four months of 1904 was 69,117. The daily average for the first four months of year was 85,619.

The only Minneapolis daily listed in Rouelle's American Newspaper Directory that publishes its circulation over a considerable period down to date is Roll of Honor, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.

**Owatonna.** Chronicle, semi-w. Av. for 1903, 1,896. Owatonna's leading newspaper. Present circulation, 2,100.

**St. Paul.** Der Wanderer, with ag'l sup. Der Westen im Westen, w. Av. for 1903, 10,500.

**St. Paul.** Dispatch, dy. Aver. 1903, 58,044. Present average 57,988. ST. PAUL'S LEADING NEWSPAPER. W. av. 1903, 78,026.



## A Roll of Honor—Continued.

**St. Paul.** *Globe*, daily. *Globe Co.*, publishers. *Actual average for 1903, \$1,541.*

**St. Paul.** *Pioneer-Press*. *Daily average for 1903 \$4,298, Sunday 30,955.*

**St. Paul.** *The Farmer*, agri., s.-mo. *Est. 1882. Sub. sec. Prof. Th. Shaw, ed. Act. av. year end, February, 77,861. Actual present av. 85,000.*

**St. Paul.** *Volkzeitung*. *Actual average 1903, \$5,1116, w'y. 28,414, Sonntagsblatt 28,406.*

**Winona.** *Republican and Herald*, daily. *Average 1903, \$2,292; 1903, 4,044.*

**Winona.** *Westlicher Herold*. *Average 1903, 22,519; Sonntags Winona, 23,111; Volksblatt des Westens, 30,045.*

### MISSISSIPPI.

**Vicksburg.** *American*, daily. *In 1902, no issue less than 1,550. In 1903, 1,900 copies.*

### MISSOURI.

**Joplin.** *Globe*, daily. *Average 1903, 10,510. Mar., 1904, 11,491. E. Katz, Special Agent, N.Y.*

**Kansas City.** *Journal*, d'y and w'y. *Average for 1903, daily 60,265, weekly 188,725.*

**Springfield.** *Sunny South*, monthly. *Actual average for 1903, 2,888.*

**St. Joseph.** *News and Press*. *Daily aver. for 1903, 30,418. Last 3 mos. 1903, 35,065.*

**St. Louis.** *Medical Brief*, mo. *J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 57,950.*

**National Farmer and Stock Grower**, mo. *Av. 12 mos. end Dec., 1903, 106,625. 1902, 68,588.*

**St. Louis.** *Star*. *Actual daily average for 1903, 64,947.*

**St. Louis.** *The Woman's Magazine*, monthly. *Women and home. Lewis Pub. Co. Proven average for 1903, 1,485,511. Actual prove average for past 7 months 1,596,465. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.*

### MONTANA.

**Anaconda.** *Standard*. *Daily average for 1903, 10,809. MONTANA'S BEST NEWSPAPER.*

**Butte.** *American Labor Union Journal*, weekly. *Average 1903, 20,549 general circulation.*

**Butte.** *Inter-Mountain*, evening. *Actual snownet circulation for 1903, 10,617. Guarantee largest circulation in State of Montana. Snownet circulation for January, 1904, aver. 14,185.*

**Helena.** *Record*, evening. *Record Publishing Co. Average for 1903, 10,091 daily. Average for 1903, 8,754 weekly.*

### NEBRASKA.

**Ansley.** *The Nebraskan*, monthly. *A. H. Banks, pub. Actual average 1903, 5,058.*

**Lincoln.** *Daily Star*. *Actual average for 1903, 11,165, April, 1904, 14,485.*

**Lincoln.** *Deutsch-Amerikan Farmer*, weekly. *Actual average for 1903, 158,525.*

**Lincoln.** *Freie Presse*, weekly. *Actual average for 1903, 159,406.*

**Lincoln.** *Nebraska Teacher*, monthly. *Towne & Crabtree, pub. Average for 1903, 5,510.*

**Lincoln.** *Western Medical Review*, mo. *Av. yr. end May, 1903, 1,800. In 1902, 1,660.*

**Omaha.** *Den Danske Pioneer*, w'y. *Sophus F. Neble Pub. Co. Average for 1903, 29,084.*

### NEW HAMPSHIRE.

**Franklin Falls.** *Journal-Transcript*, weekly. *Towne & Robbie, Actual average for 1903, 5,560.*

### NEW JERSEY.

**Asbury Park.** *Press*, d'y. *L. K. Kinmonth, pub. Actual average 1903, \$7,792. In 1902, 8,556.*

**Camden.** *Daily Courier*. *Est. 1876. Net aver. circulation for 6 mos. end April, 30, 1904, 7,792.*

**Camden.** *Post-Telegram*. *Actual daily average 1903, 5,758 snown. Jan., 1904, 5,829.*

**Clayton.** *Reporter*, weekly. *A. F. Jenkins, Pub. Actual average for 1903, 2,019.*

**Hoboken.** *Observer*, daily. *Actual average 1902, 18,097; 1903, 22,751.*

**Jersey City.** *Evening Journal*. *Average for 1903, 19,012. First three months 1904, 20,974.*

**Newark.** *Evening News*. *Evening News Pub. Co. Av. for 1903, daily 35,896. Sunday 16,291.*

**Newark.** *Advertiser*, Guide, mo. *Stanley Day, publisher. Average for 1903, 5,125.*

**Red Bank.** *Register*, weekly. *Est. 1878. John H. Cook. Actual average 1903, 3,961.*

**Washington.** *Star*, w'y. *Snown av. '03, 8,759. Every issue since Feb. '04, more than 8,900.*

### NEW YORK.

**Albany.** *Journal*, evening. *Journal Co. Average one year to April 30, 1904, 17,288.*

**Albany.** *Times-Union*, every evening. *Establ. 1856. Average for first three months 1904, 29,626.*

**Binghamton.** *Evening Herald*, daily. *Herald Co. Average for first three months 1904, 18,210.*

**Buffalo.** *Courier*, morn. *Enquirer, even. W. J. Connors. Aver. for 1903, morning 50,853, evening 55,082; Sunday average 68,586.*

**Buffalo.** *Evening News*. *Daily average 1903, 79,408. First 3 months 1904, 85,949.*

**Catakilli.** *Recorder*, weekly. *Harry Hall, editor. 1903 av., 3,408. Av. last 3 months, 3,566.*

**Cortland.** *Democrat*, Fridays. *Est. 1860. Aver. 1903, 2,343. Only Dem. paper in county.*

**Le Roy.** *Gazette*. *Est. 1836. Aver. 1903, 2,254. Lary, w'y. Genesee, Orleans & Niagara Cos.*

**Lyons.** *Republican*, established 1821. *Chas. H. Betts, editor and prop. Circulation 1903, 2,821.*

**Mount Vernon.** *Daily Argus*. *Average 1903, 2,958. Westchester County's leading paper.*

**Newburgh.** *News*, daily. *Av. for 1903, 4,487, 1,000 more than all other Newburgh papers combined.*

### New York City.

**American Engineer**, my. *R. M. Van Arsdale, pub. Av. for 1903, 8,757. Av. for 1904, 4,600.*

**American Machinist**, w'y. *machine construc.* (Also European edition.) *Average 1903, 20,476.*

**Army & Navy Journal**. *Est. 1863. Weekly aver. for 1903, 9,026. (G.) Present circulation (May 1) 9,418. W. C. & F. P. Church, pub.*

**Automobile (The)**, weekly. *Flatiron Building. Average circulation 1903, 10,022.*

**Baker's Review**, monthly. *W. R. Gregory Co., publishers. Actual average for 1903, 4,450. Average for last three months 1903, 4,700.*

**Benziger's Magazine**, family monthly. *Benziger Bros. Average for 1903, 29,205. Your advertisement in Benziger's Magazine will bring you business, because its circulation has*

### QUALITY, CHARACTER, INFLUENCE.

*Benziger's Magazine is sold only by yearly subscription, and those who advertise in its columns reach a very desirable class of people. Advertising rates, 25 cents per agate line.*

**Clipper**, weekly (Theatrical). *Frank Queen Pub. Co., Ltd. Aver. for 1903, 26,912. (G.) (G.)*

**Dry Goods**, monthly. *Max Jagerhuber, publisher. Actual average for 1903, 4,866.*

**El Comercio**, mo. *Spanish export. J. Shepard Clark Co. Average for 1903, 6,667.*

## A Roll of Honor—Continued.

**Electrical Review**, weekly. Electrical Review Pub. Co. *Average for 1903, \$,885 (G. S.)*.

**Elite Styles**, monthly. Purely fashion. *Actual average for 1903, \$2,125.*

**Engineering News**. A weekly journal of civil, mechanical, mining and electrical engineering. *Average circulation 1903, 12,643 (G. S.)*

**Forward**, daily. Forward Association. *Average for 1903, 42,941.*

**Four-Track News**, monthly. *Actual av. paid for six months ending May, 1904, 77,600; June edition guaranteed 100,000.*

**Haberdasher**, mo. est. 1881. *Actual average for 1903, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.*

**Hardware**, semi-monthly. *Average for 1902, \$,862 (G. S.); average for 1903, \$,531.*

**Hardware Dealers' Magazine**, monthly. *In 1903 no issue less than 1,000. (G. S.)*

**Junior Toilettes**, fashion monthly. Max Jager-huber, pub. *Actual average 1903, \$6,540.*

**Leslie's Monthly Magazine**, New York. *Average circulation for the past 12 months, 218,684. Present average circulation 228,275.*

**Morning Telegraph**, daily. Daily Telegraph Co., pub. *Average for 1903, 28,828.*

**Music Trade Review**, music trade and art weekly. *Average for 1903, \$5,525.*

**Newspaperdom**, w'kly. Recognized journal of newspaper pub'g and adv'y. *Aver. 1903, \$5,129.*

**New Thought**, monthly. 27 E. 23d St., New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking. Worth examination. **New Thought** has made money for all its advertisers. Discount to agencies, 25 per cent from published rates. *Average for 1903, 104,977.*

**Pharmaceutical Era**, weekly, pharmacy. D. O. Haynes & Co., pub. 8 Spruce street. (G. S.)

**Pocket List of Railroad Officials**, qly. Railr'd & Transp. Av. *1903, 17,696; est. 1904, 17,982.*

**Police Chronicle**, weekly. Police Chronicle Pub. Co. *Average for 1903, 4,914.*

**Printers' Ink**, weekly. A journal for advertisers, \$5.00 per year. *Est. 1888. Average for 1903, \$1,001. Issue May 15, 1904, \$2,800 copies.*

**Railroad Gazette**, railroad and engineering weekly. 33 Fulton street. Est. 1854. (G. S.)

**The Central Station**, monthly. H. C. Cushing, Jr. *Average for 1903, \$3,900.*

**The Ladies' World**, mo. household. Average net paid circulation. *1903, 486,155.*

**The People's Home Journal**, 515, 250 monthly. Good Literature, 454,228 monthly, average circulation for 1903—all to paid-in-advance subscribers. *F. M. Lupton, Publisher.*

**The World**. *Actual aver. for 1903, Mors., 278,607; Evening, 507,102; Sunday, 885,650.*

**Toilettes**, fashion, monthly. Max Jagerhuber, publisher. *Actual average for 1903, \$1,800.*

**Wilshire's Magazine**, Gaylord Wilshire, ed. 123 E. 23d St. *Act. av. ending Sept., 1902, 46,000 (1903). Actual average 1903, 106,158.*

**Rochester, Case and Comment**, mo. Law. Av. for 1903, \$6,000 *24 issues' average, 80,126.*

**Schenectady Gazette**, daily. A. N. Lietty. *Average for 1903, 9,097. Actual average for 1903, 11,628.*

**Syracuse Evening Herald**, daily. Herald Co. pub. *Aver. 1903, daily \$2,167; Sunday \$2,496.*

**Utica, National Electrical Contractor**, mo. *Average for 1903, \$,708.*

**Utica**, Press, daily. Otto A. Meyer, publisher. *Average for 1903, 14,004.*

**Warsaw, Western New Yorker**, weekly. *Average for 1903, \$,802. In county of 32,000 with no daily.*

**Wellsville**, Reporter. Only dy. and s-wy. in Co. Av. *1903, daily, 1,124; semi-weekly, 2,955.*

### NORTH CAROLINA.

**Charlotte, Observer**. *North Carolina's foremost newspaper. Act. daily av. 1903, \$,542; Sunday, 6,751; semi-weekly, \$,500. First three months 1904, 6,078.*

**Elizabeth City, Tar Heel**, weekly. *Actual average 1903, \$,500. Covers ten counties.*

**Raleigh, Biblical Recorder**, weekly. *Average 1903, \$,872. First five months 1904, 10,166.*

### NORTH DAKOTA.

**Grand Forks, Herald**, dy. av. for April, 1904, \$,862. *Will Guar. \$,000 for year. N. Dakota's BIGGEST DAILY. LaCoste & Maxwell, N. Y. Rep.*

**Grand Forks, Normandien**, weekly. *Av. for 1903, 5,451. Guar. \$,200 after March 25th, 1904.*

**Wahpeton, Gazette**. *Average 1903, 1,564. Present circulation, 1,800; sent free, 1,500. Total, \$,500.*

### OHIO.

**Akron, Beacon Journal**. *Average 1903, \$,202. N. Y. 523 Temple Court. Av. March, 1904, 9,125.*

**Cincinnati, Enquirer**. *Established 1821. Daily (G. S.), Sunday (G. S.). Beckwith, New York.*

**Cincinnati, Mixer and Server**, monthly. *Actual average for 1902, 18,088. Actual average for 1903, 43,625. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.*

**Cincinnati, Times-Star**, dy. *Cincinnati Times-Star Co. Av. Act. average for 1902, 143,018. Actual average for 1903, 145,164.*

**Cleveland, Current Anecdotes (Preachers' Mag.)**, mo. *Av. year ending Dec., 31, '03, 15,750.*

**Cleveland, Plain Dealer**. *Est. 1841. Actual daily average 1903, \$6,445; Sunday, \$6,759. May, 1904, 77,457 daily; Sunday, \$7,481.*

**Columbus, Press**, daily, Democratic. Press Printing Co. *Actual av. for 1902, 24,989.*

**Dayton, News**, dy. *News Pub. Co. Average for 1903, 16,407. May, 1904, 19,068.*

**Dayton, Young Catholic Messenger**, semi-monthly. Geo. A. Pfraum. *Aver. for 1903, \$1,125.*

**Laneaster**, Fairfield Co. Republican. In August, '03, no issue less than 1,650 for 2 years.

**Mansfield, News**, daily-weekly. *Average 1902, 4,151. N. Y. office, 523 Temple Court.*

**Springfield, Farm and Fireside**, agricultural, semi-monthly. est. 1877. *Actual average for 1903, \$25,670. Actual average for first six months, 1903, \$40,875.*

**Springfield, Press-Republic**. *Aver. 1903, \$,282; April, '04, 16,155. N. Y. office, 523 Temple Court.*

**Springfield, Woman's Home Companion**, household monthly, est. 1873. *Actual av. for 1903, \$84,250. Actual average for first six months 1903, \$85,166.*

**Toledo, Medical and Surgical Reporter**, mo. *Actual average 1903, 10,085.*

**Youngstown, Vindicator**. *D'y av. '03, 11,069. LaCoste & Maxwell, N. Y. Eastern Rep.*

**Washington Court House**, Fayette Co. Record, weekly. *Actual average 1903, 1,175.*

### OKLAHOMA.

**Guthrie, Oklahoma Farmer**, w. *Actual average 1903, \$8,000.*

## A Roll of Honor—Continued.

**Guthrie.** Oklahoma State Capital, dy. and w. Aver. for 1903, daily **20,062**, weekly **25,014**. Year ending July 1, '03, dy. **19,868**; w. **25,119**.

**Oklahoma City.** The Oklahoman. 1903 aver., **5,316**; April, '04, **7,798**. E. Katz, Agent, N.Y.

### OREGON.

**Astoria.** Lannetar, C. C. C. Rosenberg, Finnish. weekly. Average 1903, **1,898**.

**Portland.** Evening Telegram, dy. (ex. Sun). Swore circa '03, **12,648**. In 1902 **16,866**.

**Portland.** Oregon Daily Journal. Actual average for 1903, **8,946**; first five months of 1904, **14,002** copies. In March, 1904, the Oregon Daily Journal established a Sunday edition. The average issue from March 30th to June 5th was **13,800** copies as per detailed statement filed with the American Newspaper Directory.

**Portland.** Pacific Miner, semi-mo. Av. year ending Sept., 1903, **4,589**; first 5 mos. 1903, **4,912**.

### PENNSYLVANIA.

**Chester.** Times, ev'g dy. Average 1903, **8,187**. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

**Connellsville.** Courier, daily. Aver. for 1903, **1,848**, weekly for 1903, **3,090**, daily average April, 1904, **3,019**.

**Erie.** People, weekly. Aug. Klenke, Mgr. Average 1903, **8,085**.

**Erie.** Times, daily. Average for 1903, **11,208**. May, 1904, **14,044**. E. Katz, Sp. Ag., N. Y.

**Harrisburg.** Telegraph, dy. Actual daily aver. 1903, **16,286**. Average, year ending February, 1904, **16,544**. Average, March, **11,616**.

**Philadelphia.** American Medicine, w. Av. for 1903, **19,327**. Av. March, 1903, **16,827**.

In  
Philadelphia  
Nearly  
Everybody  
Reads  
The Bulletin

Net Average Circulation for May

**179,543** copies per day

"The Bulletin" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

W. M. MCLEAN, Publisher.  
Philadelphia, June 4, 1904.

**Philadelphia.** Press. Av. circ. over **100,000** daily. Net average for April, 1904, **115,901**.

**Philadelphia.** Camera, monthly. Frank V. Chambers. Average for 1903, **7,120**.

**Philadelphia.** Sunday School Times, weekly. Average for 1903, **102,961**. Send for rates to The Religious Press Association, Philadelphia.

**Philadelphia.** Farm Journal, monthly. William Atkinson Company, publishers. Average for 1903, **544,676**. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1903, by  
'Printers' Ink,' The Little  
'Schoolmaster' in the Art of  
'Advertising, to the Farm  
'Journal. After a canvassing  
'of merit extending over a  
'period of half a year, that paper, among all  
'those published in the United States, has been  
'pronounced the one that best serves its purpose  
'as an educator and counselor for the agricultural  
'population, and as an effective and economical  
'medium for communicating with them,  
'through its advertising columns."

## THE EVENING TELEGRAPH

PHILADELPHIA.

**Daily Copies 130,705**

### ACTUAL CIRCULATION FOR MAY:

1. . . . .	Sunday no issue	17. . . . .	131,138
2. . . . .	129,252	18. . . . .	132,949
3. . . . .	129,204	19. . . . .	131,257
4. . . . .	131,396	20. . . . .	130,335
5. . . . .	130,862	21. . . . .	131,863
6. . . . .	131,832	22. . . . .	Sunday no issue
7. . . . .	135,506	23. . . . .	132,963
8. . . . .	Sunday no issue	24. . . . .	131,959
9. . . . .	131,992	25. . . . .	130,957
10. . . . .	131,775	26. . . . .	130,226
11. . . . .	131,565	27. . . . .	130,277
12. . . . .	131,921	28. . . . .	147,433
13. . . . .	130,636	29. . . . .	Sunday no issue
14. . . . .	131,575	30. . . . .	101,965
15. . . . .	Sunday no issue	31. . . . .	130,679
16. . . . .	130,659		

Total for 26 days . . . . . **3,398,549**  
Daily net average . . . . . **130,705**

\* Holiday.

BARCLAY H. WARBURTON,  
President.

Philadelphia, June 4, 1904.

Read everywhere in Philadelphia.  
THE EVENING TELEGRAPH reaches the masses.  
THE EVENING TELEGRAPH is best for advertising.  
It goes into every home and stays there.

**Pittsburg.** Chronicle-Telegraph. Aver., 1903, **56,268**. *Steorn statement on application.*

**Pittsburg.** Labor World, w. Av. 1903, **18,088**. Reaches best paid class of workmen in U.S.

**Scranton.** Times, every evg. E. J. Lynett, Av. for 1903, **21,604**. *La Coste & Maxwell, N. Y.*

**Warren.** Forelungs Vannen, Swedish, mo. Av. 1903, **1,541**. *Circulates Pa., N. Y. and O.*

**Washington.** Reporter, daily. John L. Stewart, gen. mgr. Average for 1903, **5,697**.

**West Chester.** Local News, daily. W. H. Hodgson. Average for 1903, **16,168**.

**Williamsport.** Grit. *America's Greatest Weekly.* Net paid average 1903, **181,568**. Smith & Thompson, Icgs., New York and Chicago.

**York.** Dispatch, daily. Dispatch Publishing Co. Average for 1903, **8,108**.

### RHODE ISLAND.

**Providence.** Daily Journal, **16,485** (Q), Sunday, **19,592** (Q). Evening Bulletin **56,586** average 1903. Providence Journal Co., publs.

**Westerly.** Sun. Geo. H. Utter, pub. Average 1903, **4,888**. Only daily in So. Rhode Island.

### SOUTH CAROLINA.

**Anderson.** People's Advocate, weekly. G. P. Browne. Average 1903, no issue less than **1,750**.

# A Roll of Honor—Continued.

**Charleston.** Evening Post. Actual dy. aver. for 1903, \$4.2. First 3 months '04, \$1.77.

**Columbia.** State, daily. State Co. publishers. Actual aver. for 1903, daily, \$6.568 (©©); semi-weekly, \$2.015. Sunday, \$7.705. First 3 monthly '04, daily \$7.440, Sunday \$8.546.

## SOUTH DAKOTA.

**Sioux Falls.** Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1903, 5,819. Actual daily aver. for 1903, \$8.582.

## TENNESSEE.

**Chattanooga.** Southern Fruit Grower, mo. Actual average 1903, 17,655. Rate, 15 cents per line. Average for January, '04, 19,177.

**Gallatin.** Semi-weekly News. In 1902 no issue less than \$1.50. First 6 mos. '03, 1,425.

**Lewisburg.** Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,301.

**Memphis.** Commercial Appeal, daily. Sunday, weekly. Average 1903, daily 28,929; Sunday 28,080, weekly 77,881 (©©). March, '04, daily \$4,852; Sunday 47,896, weekly 82,468.

**Memphis.** Morning News. Actual daily average for 1903, 17,594; March, '04, average \$1,758.

**Nashville.** Banner, daily. Av. for year ending Feb., '03, 16,675. Av. for April, '04, \$1,951. Only Nashville daily eligible to Roll of Honor.

**Nashville.** Progressive Teacher and South'n School Journal, mo. Average for 1903, 9,500.

## TEXAS.

**Benton.** Denton Co. Record and Chronicle, w'y. W. C. Edwards. Average for 1903, 2,685.

**La Porte.** Chronicle, weekly. G. E. Kepple, publisher. Average for 1903, 1,247.

**Paris.** Advocate, dr. W. N. Furey, pub. Actual average, '03, 1,387.

## UTAH.

**Ogden.** Standard. Wm. Glassman, pub. Av. for 1903, daily 4,581, semi-weekly \$1,585.

## VERMONT.

**Barre.** Times, daily. F. E. Langley. Aver. '03, 2,710. Five months in '04, 6,062.

**Burlington.** Free Press. Daily av. '03, 5,566; 9 mos. to June 1, 5,930. Only Vermont paper examined by Association of American Advertisers.

**Burlington.** News. Joe Auld. Actual daily average '03, \$5.64; second av. April, 5,658.

## VIRGINIA.

**Norfolk.** Dispatch, daily. Sworn average for 1903, 5,098; for 1903, 7,482; February, 8,448; March, 9,241.

**Richmond.** News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, '04, 21,414. The largest circulation between Washington and Atlanta.

## WASHINGTON.

**Tacoma.** Ledger. Dy. av. 1903, 12,717; Sy. 15,615; w'y. 8,919. Average 4 mos. '04, dy. 14,511; Sy. 18,889; w'y. 9,482. S. C. Beck, with rep., Tribune Bldg., N. Y. & Chicago.

## WEST VIRGINIA.

**Parkersburg.** Sentinel, daily. R. G. Hornor, pub. Average for 1903, 2,801 (©©).

**Wheeling.** News. Daily paid circ'n 9,707. Sunday paid circ'n 10,829. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

## WISCONSIN.

**LaCrosse.** Leader-Pres., daily. Actual average 1903, 5,599.

**Milwaukee.** Germania-Abendpost, dy. Av. for year end'g Feb., '04, 28,876; av. Feb., '04, 24,268.

**Milwaukee.** Journal, daily. Journal Co., pub. Av. end. Mar., '04, 84,766. May, '04, 87,484.

**Oshkosh.** Northwestern, daily. Average for 1903, 6,458.

**Milwaukee.** Evening Wisconsin, d'y. Evg. Wisconsin Co. Average for 1903, \$1,981; December, 1903, 25,000; May, '04, 25,710 (©©).

## THE EVENING WISCONSIN.

"For the purpose of reaching the intelligent and well-to-do people of Milwaukee I would put the Evening Wisconsin first," said Mr. J. Simon, manager of the Boston Store. He also said: "I would give more for 25,000 circulation of the Evening Wisconsin kind than a hundred thousand of the other kind."

**Racine.** Journal, daily. Journal Printing Co. Average for 1903, 5,702.

**Racine.** Wisconsin Agriculturist, weekly. Average for 1903, 88,181. First 3 months '04, 84,720. Advertising \$2.0 per inch.

## BRITISH COLUMBIA.

**Victoria.** Colonist, daily. Colonist P. & P. Co. Average for 1903, 8,695.

## MANITOBA, CAN.

**Winnipeg.** Der Nordwesten, German w'y. Av. for 1903, 8,565. Only medium in special field.

**Winnipeg.** Free Press, daily and weekly. Average for 1903, daily 18,824; weekly, 18,905. Daily, May, '04, 34,995.

## NOVA SCOTIA, CAN.

**Halifax.** Herald (©©) and Evening Mail. Average '03, 9,941. April, '04, 15,296.

## ONTARIO, CAN.

**Toronto.** Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875.

**Toronto.** Star, daily. Average for 1903, 20,-. April, '04, 31,905.

## QUEBEC, CAN.

**Montreal.** Herald, daily. Est. 1898. Actual average for 1903, 22,515.

**Montreal.** La Presse. Trefle Berthiaume, publisher. Actual average 1903, daily 72,594. Average April, '04, 86,116.

**Montreal.** Star, dy. & w'y. Graham & Co. Co. for '03, dy. 55,127, w'y. 122,269 (1145). Six mos. end. May 31, '03, dy. av. 55,147, w'y. 122,157.

 The Roll of Honor is the most practical form of advertising for publishers, a directory which states circulations to date.

# THE WANT-AD MEDIUMS OF THE COUNTRY.

**THE** Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitableness to an advertiser.

**THE** Publications entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

#### CALIFORNIA.

**THE TIMES** prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

**Rate**—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 36,656 copies. Sunday circulation regularly exceeds 51,000 copies.

#### COLORADO.

**THE Denver Post**, Sunday edition, June 12, 1904, contained 3,333 classified ads, a total of 77 5-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is five cents per line each insertion, seven words to the line.

#### DELAWARE.

**DISCRIMINATIVE** readers take advantage of the Wilmington EVENING JOURNAL to have their wants filled. Half cent a word.

**THE** Wilmington MORNING NEWS is the paper for results—for "Wants" and other classified advertisements. Only morning paper

**IN** Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

#### DISTRICT OF COLUMBIA.

**THE** Washington, D. C., EVENING STAR (©) carries DOUBLE the number of WANT Ads of any other paper in Washington and more than all of the other papers combined.

**MAKE COMPARISON ANY DAY.**

#### GEORGIA.

**THE** Atlanta JOURNAL carries three times as many Wants as its chief competitor.

**THE** Augusta CHRONICLE is the want advertising medium for the western half of South Carolina and the eastern half of Georgia.

#### ILLINOIS.

**THE ROCK ISLAND ARGUS** is the recognized Want Ad Medium in its field. Advertisers always get returns.

**THE** Chicago DAILY NEWS is the city's "Want Ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 434,000 individual advertisements. Of these 365,554 were transmitted to the DAILY NEWS office by telephone. No free Want ads are published. The DAILY NEWS rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post Office Bureau.

#### INDIANA.

**TERRE HAUTE STAR** carries more Want ads than all other Terre Haute dailies.

**THE** Linton CALL is the only daily in Greene and Sullivan counties; population, 75,000. Wants, 1 cent per word.

**THE MARION LEADER** is acknowledged the best result getter for classified advertisers. One-half cent per word each insertion.

**MUNCIE STAR** carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis STAR.

**INDIANAPOLIS STAR** since January first has more than doubled the volume of its Classified advertising. On Sunday, April 10, the STAR carried more than two full pages of Want Ads.

**THE** Indianapolis NEWS in 1903 printed 135,894 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 364,123 separate and distinct Want advertisements.

#### IOWA.

**THE** Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is one of the want ad mediums of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

#### KENTUCKY.

**THE** Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

#### MAINE.

**IF** you have a want, and want what you want, put your want advertisements in the Bangor Daily News. It has a greater circulation than that of any other daily published in the whole great Eastern and Northern section of Maine. It is the best advertising medium in Maine.

#### MARYLAND.

**THE** Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

#### MINNESOTA.

**FIGURES** that prove that The Minneapolis JOURNAL carries the most "Want Ads" of any daily newspaper in the Northwest.

Journal.      Competitor.

Year 1903	2,990 cols.	1,900 cols.
1st 5 mos. 1904	1,477 "	849 "

**THE MINNEAPOLIS TRIBUNE** is the recognized Want Ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 80,000 subscribers, which is more than 20,000 more than day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price, no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of Wanted advertisements or the amount in volume.

#### MASSACHUSETTS.

**THE** Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

THE Boston GLOBE, daily and Sunday, carries more Want ads than any other paper in New England because it brings results to the advertiser. A trial convinces.

THE Boston HERALD's increase of classified advertising for May, 1904, over amount carried during same month last year, figures up 14½ columns, or 47,123 aggregate lines, net.

MORE advertisements of "Houses for the Summer" are published in the Boston EVENING TRANSCRIPT than in any other paper in America. It is the leading resort medium of New England.

#### MISSOURI.

THE Kansas City TIMES (mo-ning). The KANSAS CITY STAR (evening) carry all of Kansas City's "Wants." The Kansas City SUNDAY STAR prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the TIMES and the STAR.

THE Joplin GLOBE is the leading daily in the Missouri-Kansas Lead and Zinc Mining district. Circulation over 11,000. A page of Want ads. Send for sample copy.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 36 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonparielle line.

#### NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates 1 cent per word. Special Saturday rate, 15 words only. Times, 15 cents, cash. DAILY STAR, Lincoln, Neb.

#### NEW JERSEY.

ELIZABETH DAILY JOURNAL is the only want ad medium in Elizabeth. Home paper; covers Union county. Largest circulation. Most advertising.

#### NEW YORK.

THE Post-EXPRESS is the best afternoon Want ad-medium in Rochester.

BROOKLYN DAILY EAGLE, New York City. The great want and classified advertising medium in Greater New York. Carries more summer resort advertising than any other paper in the United States.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

Evening JOURNAL, Albany, N. Y., covers the field of Eastern New York for want or classified advertising.

IT DOES NOT PAD ITS COLUMNS WITH FAKE ADVERTISEMENTS TO MAKE BIG SHOW.

IN New York City the STAATS ZEITUNG (QQ) is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ads mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, halftone making, and practically anything which interests men and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat, six words to a line. Sample copies, ten cents.

#### OHIO.

THE Dayton, O., HERALD has the call for classified advertisements in Dayton. It's the home paper and gives results.

THE MANSFIELD News publishes daily more Want ads than any other 20,000 population newspaper; 20 words or less 3 consecutive times or less, etc.; one cent per each additional word.

DURING the month of April, 1904, the Dayton, O., News carried 26 ½ more want advertising than its nearest competitor, regardless of its price being twice that of its nearest competitor. The News has just established 26 branch stations in representative parts of the city, and its Want columns will be better than ever.

#### PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

#### PHILADELPHIA, THE EVENING BULLETIN.

Want ads in THE BULLETIN pay for a number of reasons. First, in Philadelphia nearly everybody reads THE BULLETIN. Second, THE BULLETIN has by many thousands the largest city circulation of any Philadelphia newspaper. (See Roll of Honor col.) Third, THE BULLETIN goes daily into more Philadelphia homes than any other medium. Fourth, THE BULLETIN will not print in its classified columns advertisements of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

#### VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (37,416 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

#### WISCONSIN.

JANESVILLE GAZETTE, daily and weekly, reaches 4,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

#### BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday COLONIST than in any other paper west of Winnipeg. The following is commended to the attention of advertisers looking for trade in B. C.:

"Mr. Sarel, of the B. C. Book Store (Vancouver), recently advertised in the Victoria COLONIST, the Vancouver News-Advertiser and an afternoon Vancouver paper in connection with the purchasing of a ranch. It has been ascertained by the Colonist correspondent that the sales through the Colonist were nine in number and more numerous than the other two papers combined."—Extract from a letter received from Vancouver correspondent of the COLONIST.

#### CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada. (Daily 80,000, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

THE TORONTO DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. It is the paper of the present and the future. Strong daily average circulation, 31,200.

THE LARGE TELEGRAPH, St. John, N. B., is the largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE MONTREAL DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE EVENING TELEGRAM, of Toronto, does more business as a Want ad medium than any other paper in Canada. Its circulation in May was 31,000; it published 37,500 classified advertisements, and received 18,739 box letters. Rate card on application.

THE WINNIPEG FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

**PRINTERS' INK.**  
A JOURNAL FOR ADVERTISERS.  
Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

## ADVERTISING RATES:

Classified advertisements, Advertising Agents and Want Ad Mediums, set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$20 a page.

Displayed advertisements 20 cents a line, pearl measure, 18 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position (if granted), 25 per cent additional.

For position (full page) first on first or last on last, 50 per cent additional.

For insertion of cover pages or first advertisement on a right-hand page (full pages) or for the central double pages, printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,  
Publisher,  
Business Manager and Managing Editor.  
OFFICES: NO. 10 SPRUCE ST.  
London Agent, F. W. Sears, 50-52 Ludgate Hill, EC

NEW YORK, JUNE 22, 1904.

## MAKING A LARGE PLAN.

The instantaneous success in advertising isn't always the best. Indeed, it is more or less to be feared. Perhaps the demand created in a few weeks will last only that long. Perhaps the advertiser has gone off half-cocked, and hasn't the requisite machinery to follow up his good beginning.

Few great advertising successes were made in a day—few that really lasted. Just as a skillful engineer starts a train of Pullman coaches, gently, waking not a single passenger, so the broad advertising campaign is started—easily, but with gathering headway that is soon resistless power. "Keeping everlastingly at it" is the idea, but this phrase includes keeping at the machinery behind the advertising. The instantaneously successful advertising often consists of nothing more than *advertising*. The campaign that gathers momentum from month to month and goes on steadily for years is one that reflects a thorough selling organization. An ad in the news-

paper or on the billboard is really nothing of itself. What is behind it—that counts. Advertising backed by efficient road salesmen, supplementary literature for the retailer, a distribution system that distributes and the general good will of everybody—that is advertising like an express train. The other kind is comparable only to a sky-rocket, soon spent.

\* \* \*

Go slowly. Express trains need roadbed, rock ballast, ninety-pound rails, scientifically graded curves, short cuts tunnels. Survey the line before you start and there will be no rocket-stick to dodge. If there is an element of novelty in the commodity do not use it as a surprise package to force immediate sales. Be a little bit afraid of this very novelty side of the proposition, for that has undone more advertisers than its has made. Look for staple qualities in the article—things that will make it permanently successful—as much in demand twenty years from now as to-morrow. Some of the most conspicuous failures have been articles placed on the market with an advertising whoop the day after they were invented. Some of the permanently successful commodities, on the other hand, have been held back in the experimental laboratory and testing department for years after they were apparently perfect.

\* \* \*

Go slowly! What if there are no results the first month. That is more likely to be a good indication than a bad one. Don't stop the advertising. Look to the selling organization to find out what is wrong. Persist and never worry. The instantaneous hit in advertising is simply a lucky shot. The success that comes of persistence during months and years is the result of cumulative force. Even an indifferent commodity is bound to be successful in a measure through very persistence. Be sure you have a good thing. Remember that a good thing always makes its way. The right advertising campaign, like a novel, will have snarls and

tangles in the plot. But everything is bound to come out happily in the end if you keep on to the end. Build a large plan. Consider every emergency. Provide for every possibility. Lay down lines for the years, not months. Start the advertising as the last detail, and start gently. Keep your eyes on the future, not in the middle of next week. Be the express train and go across the Continent—not the sky-rocket that lands in Bill Jones's backyard.

THE *Evening Times*, Little Falls, N. Y. recently celebrated its twentieth birthday and announced that ground had been broken for a new building to be devoted exclusively to the paper's uses. The *Evening Times* is the only daily in Little Falls.

THE H. B. Humphrey Company, 227 Washington street, Boston, prepares and places the following advertising: Dame, Stoddard & Company, 374 Washington Street, Boston, fishing tackle and cutlery dealers; the Boston School of Business System, a correspondence school located at 227 Washington Street; the Puritan Toilet Powder, a new preparation for destroying the odor of perspiration, which is being put on the market by the Puritan Toilet Powder Company of Boston; the Ballardvale Lithia Spring Water Co., of Lawrence, Mass.

THE G. B. Haines agency, in the Flatiron Building, New York, has undergone a reorganization and will hereafter do business as Haines, McCracken & Co., with capital of \$50,000. G. L. McCracken, president of the company, was for sixteen years publisher of the *Daily News*, Des Moines, Iowa, later with the St. Paul *Daily News*, and more recently connected with the New York office of Fulford, Painter & Tobey, the Chicago advertising agency. Mr. Haines was also an employee of Fulford, Painter & Tobey, and spent several years with the Fuller agency in Chicago. The third member of the firm is C. A. Hawkes, who has had experience as a publisher in Minnesota.

THE daily average circulation of the Baltimore *News* for May 1904, was 56,487 copies, according to the Roll of Honor.

MR. GILBERT B. DANIELS, publisher of the Oakland *Enquirer* and *Times*, was a welcome visitor with the Little Schoolmaster the past week.

FARMERS living along rural routes have developed the practice of distributing advertisements of auction sales, etc., by means of rural delivery boxes. Uncle Sam now says that this practice must be stopped, and promises to prosecute all parties putting into such boxes matter that is not properly stamped.

THE recent reductions in prices of London dailies has had its effect on the *Times*. The great "Thunderer's" subscription price has been reduced, the newsdealers have been given inducements to push its sale, and the hour of receiving advertisements has been extended to 7 p. m. The street price remains six cents, but subscribers to the *Times* will pay four.

THE Salt Lake City, U. S. *Tribune* claims to have submitted a detailed circulation statement for the year 1903 to be used in the 1904 issue of the American Newspaper Directory. The editor of the American Newspaper Directory says he has not received the statement. A statement now submitted shows that the daily average of the *Tribune* for 1903 was 9,515 copies, Sunday 14,017.

INEVITABLY the business man who does not keep his establishment before the public will be forgotten, and, as long as there are men who advertise constantly and loudly, nobody will charge his mind with remembering those who do not advertise. Gladstone said that "nothing except the mint can make money without advertising." The famous statesman might have gone farther and said that advertising is the mint in which money is coined for wide-awake business men.

"GREAT Things from Small Beginnings" is a handsome booklet from Dr. Kilmer & Co., Binghamton, N. Y., containing many views of the concern's handsome laboratories and offices in that city, and recounting the history of "Swamp-Root" since the day when its discovery by Dr. Kilmer, the eminent kidney and bladder specialist, opened up a new field in medical science.

VIEWS of the firm's offices, with specimens of advertising for many clients, are shown in a fine booklet from the Snitzler & Bolte Advertising Company, Chicago. Among specimens reproduced are car cards, newspaper ads, literature, etc., for Highland Brand Evaporated Cream, Kern Incandescent Gas Light, Chicago Title & Trust Company, Mitchell & Mitchell Hats, Bromo-Lax and a number of mail order firms.

THE Batten agency, which has heretofore been conducted as a co-partnership between George Batten and William H. Johns, was recently incorporated, and will in the future do business as the George Batten Company. Mr. Batten is president and Mr. Johns vice-president. No changes will be made in the office at 38 Park Row, the incorporation being simply a means of putting the agency on a more convenient working basis.

THE service of the American Mail Advertiser Company, Chicago, is a unique way of reaching poultry breeders, stock raisers and large farmers, according to its descriptive literature. Once a month printed literature is sent out for advertisers in this field, the circulars of several firms going in the same envelope, thus reducing expenses below the cost of individual mailing. Every State in the Union is reached, it is claimed, as well as Canada, and the service submits a detailed statement of circulation showing the number of people on its mail lists in each State. It is conducted at 659 Haddon avenue, Chicago.

THE Chicago quarters of the Barnes-Crosby Company, engravers, are now located at 215 Madison street. The company also has offices in New York and St. Louis, with representatives at Detroit, Kansas City, Cleveland, Memphis and Moline, Ill. The Chicago plant runs day and night six days in the week.

D. O. HAYNES, who has been publisher of the *New York Commercial* since 1895, retired from the management June 13, leaving the control of the paper with its stockholders. Mr. Haynes is to be succeeded by Edward Payson Call, publisher of the *New York Evening Mail*. The *Pharmaceutical Era* is not affected by the change, but will remain under Mr. Haynes' control.

THE Philadelphia *Evening Telegraph* joins the Roll of Honor with this issue of the Little Schoolmaster, having made a contract for an advertisement of forty lines to appear in the *Roll of Honor* for fifty-two consecutive issues. The cost for such an ad in the Roll of Honor as here reproduced is eight

## THE EVENING TELEGRAPH

PHILADELPHIA.

**Daily Copies 130,705**

ACTUAL CIRCULATION FOR MAY:

1	Sunday no issue	17	131,138
2	129,512	18	132,249
3	129,304	19	131,267
4	131,396	20	130,336
5	130,862	21	131,865
6	131,858	22	Sunday no issue
7	133,505	23	132,363
8	Sunday no issue	24	131,369
9	131,992	25	130,967
10	131,911	26	130,286
11	132,565	27	131,286
12	131,981	28	147,423
13	130,036	29	Sunday no issue
14	131,575	30	161,965
15	Sunday no issue	31	130,679
16	126,569		

Total for 36 days..... 3,398,349

Daily net average..... 130,705

\* Holiday.

BARCLAY H. WARBURTON,  
President.

Philadelphia, June 4, 1904.

Read everywhere in Philadelphia.

THE EVENING TELEGRAPH reaches the masses. THE EVENING TELEGRAPH is best for advertising. It goes into every home and stays there.

dollars per week or four hundred and sixteen dollars a year, less ten per cent discount for full payment in advance.

"WILL You Save a Baby's Life?" is a booklet describing the work carried on by the Philadelphia Pasteurized Milk Society in that city, milk scientifically treated for babies being distributed to the poor in summer. This charity was organized by the Philadelphia *Press*, and the present booklet appeals for funds to maintain it.

THE *Evening Herald*, of Duluth, Minn., now claims a daily average of over 15,000 copies and says that no coupon or other scheme has ever been employed to obtain circulation. The *Herald* is entitled to entry in the Roll of Honor, being credited with a daily average of 13,885 for 1903 in the latest American Newspaper Directory.

An injunction was recently obtained by the M. J. Breitenbach Co., New York, makers of the well-known remedy Pepto-Mangan, restraining Siegel-Cooper Co. from infringing its trademark. The department store method of selling advertised remedies is to announce a sale at greatly reduced prices, but to persuade purchasers to take a substitute, says the *National Druggist*. Clerks are sometimes paid a bonus on the sales of these "just-as-goods." The Siegel-Cooper Co. was not content with offering a substitute and of selling the same on its merits, but they called their article by a name so nearly identical with the trademarked Pepto-Mangan (to-wit, Pepto-Manganate) that even those familiar with the Breitenbach preparation, might easily have been deceived thereby. The fraud was discovered by the Breitenbach Co. who obtained a temporary injunction, which, by a later decree, is made perpetual.

IT ADVERTISES "PRINTERS' INK."  
76 Park Place.  
New York, June 4, 1904.

*Editor of PRINTERS' INK:*

I inclose you herewith a few little extracts about PRINTERS' INK from the June 4 issue of the *National Advertiser*. This is all I could find in this issue.

Would you mind telling me what excuse the *National Advertiser* has for existence? Very truly yours,

R. S. TIBBALT,  
Adv. Mgr. The Angle Lamp Co.

THE Chicago *Daily News* reports material gains for the first four months of this year. According to a recent statement the daily average for that period was 333,116 copies, or a gain of nearly 24,000 copies over the same period last year. The *News* is credited with 305,534 daily average for 1903 in the latest Rowell's Directory, and is one of the most promising eligibles to the Roll of Honor now outside that department. A gain of 198 columns of advertising is recorded for the same period.

THE American News Company's employees in New York City maintain a Mutual Benefit Association for insurance purposes, and active efforts are made to have everybody belong. A bulletin board at the company's offices carries a daily ad for the association, and Chas. A. McCoun, who writes these reminders, submits a few specimens in the belief that benevolent advertising is out of the ordinary:

Because the sun is shining to-day is no indication that to-morrow will be fair.

Because you are well and happy to-day is no assurance against sickness or death to-morrow.

When you are sick it is too late. Better join to-day while you are well.

#### FREEDOM OR LIBERTY?

Freedom is not the right to do as you please, but the liberty to do as you ought to.

Don't you think you ought to protect yourself and family?

Some people don't get a move on them until they sit down on the thorns of adversity.

#### WORSE THAN USELESS!

Resolutions are worse than useless unless they're carried out. If you're resolved to do something, make a start.

Join this association to-day.

The younger you are the less it costs to join.

You will never be any younger than you are to-day.

#### ARE YOU A SPANIARD?

Ask a Spaniard to do something, he will invariably say "to-morrow." This is the reason why Spain is the most despised of European nations.

We ask you to join this association.

Are you a Spaniard?

Pleasure travels with a brass band and extended "glad hand" but trouble sneaks in on rubber shoes, hands you a few "drop out knobs" and then—

Well, if you belong to this association, you have nothing to worry about; your benefit will be paid promptly.

THE price of the Detroit *News* and *Journal* has been raised to two cents, or the rate obtaining before the advent in that city of the *Evening Times*. It is said that the marked advances in the cost of white paper is responsible for the increase.

I WANT to take occasion to congratulate you on the issuance of the 36th annual edition of Rowell's American Newspaper Directory. We have always considered this in our office the standard authority in this line, and I feel it a personal pleasure and privilege to congratulate you on having issued it for so many years in such a successful manner.—*Frank Presbrey, New York, June 7, 1904.*

A BOOKLET from the *American Machinist*, New York, gives a simple system for keeping track of replies from advertising. A diagram shows the point insisted upon by this journal, namely—"how it works." The method has the merit of being taken from a system in actual use. While based on trade journal advertising, it can be adapted to any general advertising where it is possible to key.

LAST month Mr. Howard Austin retired from the managing editorship of the *Philadelphia Record*—a position he has acceptably filled since the death of John W. Bailey, in March, 1902. Mr. Austin has been connected with the publication of the *Record* for twenty-seven years. His services have been of that character which has tended at once to build up his own reputation and that of the newspaper. It is therefore a pleasure to state that in giving up the managing editorship he will not abandon the *Record*. He will resume his place as commercial editor and help to keep it, where he placed it, at the front of the newspaper press in the accuracy of its market reports and its comment upon commercial topics. Mr. P. J. Cooney, who has occupied a responsible executive position on the *Record* during the past twelve years, will succeed Mr. Austin as managing editor.

RALPH MCKEE, Advertising Agent, 91 Wall Street, New York, places the advertising of the following firms: Rudolph Kleybolte & Co., Bankers, New York; H. M. Bylesby & Co., Engineers, Chicago; Albert Kleybolte & Co., Bankers, Cincinnati; Ritter Dental Mfg. Co., Dental goods, Rochester; Crawford, McGregor & Canby, Golf goods, Dayton Ohio; Sam'l Buckley & Co., Essex Press, London, New York.

THE *Manitoba Free Press*, Winnipeg, claims to carry more want advertising than any other daily paper in Canada, and more than all dailies in the Canadian Northwest combined. Manager E. H. Macklin submits copies of a recent Sunday issue, with one of the daily as well, and asks the Little Schoolmaster if he knows any city in the United States with a population comparable to that of Winnipeg that can make a showing comparable to that of the *Free Press*. The present population is estimated at 67,000. The papers at hand have an imposing volume of solid-looking classified business, all set in agate, and if any city of Winnipeg's size carries more, the Little Schoolmaster does not call it to mind.

THE immense territory on Long Island covered by the Long Island Railway, (a *terra incognita* to many thousands of New Yorkers) is very fully described and pictured in "Long Island Illustrated," a summer book for this season. Beautiful half-tones show country estates, shore resorts, suburban towns and tempting vacation spots. If Uncle Russell Sage could have seen this volume he would unquestionably have given a different opinion on vacations, more especially after consulting the complete schedules of hotels and boarding houses at the back, ranged by towns and offering vacations as low as \$5 a week. The volume is published by Howard M. Smith, general passenger agent, 263 Fifth Avenue, New York, and was entirely written, illustrated and manufactured by the Frank Presbrey Company.

LEGITIMATE advertising through an agency, as opposed to bogus advertising in programs, schemes and swindles, is treated in a forceful way in a booklet entitled "Advertising—Is It a Graft or a Craft?" This brochure is sent out by the Emil Held Co., San Francisco, and is especially adapted to local conditions on the Pacific Coast.

SAN ANTONIO, Texas, has an organization of business men known as the "Home Industry Committee" whose object is to promote the industries of San Antonio. A contract has been made for daily space in that city's newspapers measuring six inches double column, and the members of the committee make use of this space in turn to promote their enterprises. By this ingenious plan the individual advertising appropriations of all firms represented are made to give cohesive publicity to the city in addition to the results that might be expected to accrue to each advertiser.

ONE of the English publications that seem to have no counterpart in this country is *Bibby's Quarterly*, published by Joseph Bibby & Sons, Liverpool. This firm makes several kinds of prepared food for cattle, sheep and poultry. *Bibby's Quarterly* is a publication about the size of *Country Life in America*, containing handsome color reproductions of famous paintings, scientific and literary articles of high quality and other features that make it a standard magazine. It is sold on the newsstands for a shilling, appearing in spring, summer, autumn and winter. About half its contents, however, are devoted to farm matters, stock feeding in particular. Letters from those who have used the Bibby foods are printed, a page of dietary suggestions is maintained for stock-raising, and many illustrations of cattle fattened on the Bibby products are shown. The back cover is usually adorned with fine pictures in color, made especially for Bibby & Co. The publication is now in its sixth year, and has, it is said, become an institution among English gentlemen farmers.

*Inkology* is a handsome new business publication to be issued every other month by the Ault & Wiborg Company, the well-known Cincinnati printing ink house. It aims to give practical information to printers and lithographers, not only on inks, but advertising, paper and other matters. Chappelow & Goe, the St. Louis ad specialists, conduct a department of advertising suggestions for printers.

IN every city there is a great deal of legal information about real estate transactions and ownership that should be utilized in the real estate man's advertising. Few people know the actual obligations of a lease, for example, while the question of titles opens up whole fields of queries. The first attempt to use such information that the Little Schoolmaster recalls is embodied in a folder from R. C. Erskine, a real estate man in Seattle. In very brief space and clear language he outlines the laws bearing on taxes, deeds, mortgages, loans, water rates, usury, liens and the customs that prevail in realty transactions. As it stands in the books such information is only intelligible to a Philadelphia lawyer. Simple abstracts are of the first importance to anybody even thinking about real estate. The folder is new and entirely commendable.



COVER DESIGN, NEW YORK "LIFE" FOR JULY.

"SHOOTING and Fishing Along the line of the Great Northern Railway" is a seventh edition of this road's valuable book, containing 124 pages, a fine colored map of the Lake Park region of Minnesota, fine illustrations that savor of wood and water, and complete information as to where to go, what it will cost, game laws, etc. Matter is arranged alphabetically by towns, and the volume is well printed.

MR. MUNSEY has finally got rid of one newspaper elephant. The New York *News* has been sold to T. C. Quinn, late of Boston, who will become the proprietor and editor, moving the paper downtown again. It is said that the *News* will support Tammany, and endeavor to regain the readers among the laboring classes that Mr. Munsey took considerable pains to lose. In Boston Mr. Quinn was in charge of *Donahue's Magazine*, and at the time of the sale was the *News's* managing editor. What Mr. Munsey got for the paper was not revealed.

THE Boston Store, of Schenectady, N. Y., recently inserted the same four-inch three-column ad in the four daily papers of that city, with a coupon to be returned to the store. According to A. N. Liecty, manager of the Schenectady *Gazette*, there were 288 coupons returned from that paper, with 112 from the *Evening Union* and *Evening Star* combined and 16 from the *Morning Union*. The Schenectady *Gazette* is a morning daily, and the only paper in that city at present represented in the Roll of Honor, where its average for 1903 is given as 11,623. The *Evening Star* is credited with an average of 4,675 for a year, ending with February, 1904, and is entitled to entry in the Roll of Honor. The *Gazette*, says Mr. Liecty, has offered to submit to an investigation to prove its claim that it has more than twice the circulation of all the other Schenectady dailies combined, and considers that this coupon test proves the *Gazette's* contention.

H. C. FAULKNER, of 23 Park Row, New York City, has been appointed special representative of the *Enquirer Sun* of Columbus, Ga. The *Enquirer Sun* was founded in 1828 and is consequently one of the oldest papers, not only of the South but of the whole country. Mr. Faulkner also represents *Savannah News*, *Charleston News* and *Courier* and *Augusta Herald*.

THE venerable Worcester, Mass., *Spy* suspended publication on June 1, foreclosure proceedings being taken by the holder of a mortgage on the paper. This is the first time that the *Spy* has missed publishing regularly since it was established as a weekly in Boston in 1770. The founder of the paper was Isaiah Thomas, a friend of General Washington, and its daily issue began in 1845. Two years ago the *Spy's* plant was destroyed by fire, since when it has been in financial difficulties.

AN involuntary petition in bankruptcy was recently filed against the Snyder & Johnson agency, Chicago, by Ferguson & Goodnow, attorneys in that city. The agency's liabilities are \$32,648, with about \$20,000 worth of accounts as assets, which the petitioners declare are practically worthless. Proceedings were instituted on behalf of the Chicago *Tribune*, the C. E. Ellis Company and L. N. Cushman. A large number of other creditors are scattered over the country, and it is stated that the agency's affairs are in very bad shape, suits and judgments pending, creditors clamoring for payment, etc. Ferguson & Goodnow ask for the co-operation of all creditors in order that each may have justice.

#### A REPUTABLE AGENCY.

1123 Broadway,  
New York, June 6, 1904.

*Editor of PRINTERS' INK:*

Replying to your postal card of May 24th. We note that in the list of advertising agents some are given in asterisks which indicate that they are good agencies. Of course, we are not entitled to two asterisks, but we do claim to be a reputable agency, and to pay our bills. Concerning these matters, we would refer you to the *New York Times*, *Herald*, *World*, *Tribune*, etc.

Yours very truly,  
AYRES ADVERTISING AGENCY,

EVERY business man who buys advertising space of any kind has a vital business story to tell. Three-fourths of them never succeed in telling it, however, and so three-fourths of all advertising expenditure is waste.

NOTHING is so hopelessly lost in the classified columns of the average daily paper as the "Lost" department itself. Carrying half a dozen slender notices daily, nobody seems to use it except as a last forlorn hope. A year or more ago the Philadelphia *Bulletin* began printing its "Lost and Found" ads on the first page of the paper—precisely the position where it seemed to give real advertising to the man who had lost his keys or the woman whose dear oozy woozy Fido had been persuaded to leave his happy home. No other ads are carried on that page except occasional paid readers. There were only three or four such notices at the beginning, but the department has grown until it now fills the greater part of a column. Sometimes as many as fifty "Lost and Found" ads are carried in the average issue, or more than all other Philadelphia papers together. The *Bulletin's* large circulation gives results, but the popularity of this conspicuous department is also largely due to the fact that those who use it consider their ads have been given proper display.

#### AN EXPLANATION.

PHILADELPHIA, June 3, 1904.

*Editor of PRINTERS' INK:*

It is too bad the editor of *PRINTERS' INK* doesn't read *PRINTERS' INK* advertising columns.

If he did so he might realize that Foley & Hornberger are placing as big a share of local business as any agency in Philadelphia, and are also conducting outside business. For several months these facts, with names and figures, have been advertised in *PRINTERS' INK*, yet in the current issue I note that, in your review of the Philadelphia agency field, you dismiss this concern with "Foley & Hornberger, in the Commonwealth Building, is another small agency handling local retail business."

So far as we have been able to learn, we are writing and placing, in the number of agate lines and number of individual accounts, more local business than any agency in Philadelphia with one exception, and probably as much as this one. If you will furnish proof to

the contrary, we will be glad to present our check for \$100 to any charity you may designate.

The same offer will support our claim that we pay all bills as promptly as any agency in the United States, taking cash discounts wherever possible, and carrying virtually no liabilities on our books.

We make this last statement because you have further done our agency an injustice by omitting it from the directory of agencies "pronounced by the compiler to be absolutely sound financially at the time of compilation." This "compiler" has never made an inquiry at this office; nor, to our knowledge, of any person or firm qualified to be an authority on our credit.

As a matter of fairness, do you think an agency writing and placing business of the following character should be placed among the "Also Rans"?

William H. Wanamaker; Wanamaker & Brown (Oak Hall); P. T. Hallahan (shoe manufacturer and retailer); French, Shriner & Urner (men's shoes); Harburger Brothers (diamonds); The Duval Company (toilet preparations—local and foreign newspaper and magazine advertising); The Schoch & Shafer Company (high-grade groceries); P. Collins' Son (credit house); Jas H. Billington Co. (manufacturer's supplies—mail advertising and class journals); The United States Realty Company of Washington, D. C. (big local and foreign advertising); Wood, Harmon & Company (the local campaigns); Villa Nova College (newspapers and magazines); the Kaptop Broom (all the Pennsylvania, New Jersey and Delaware advertising); Bailey's Pure Rye Whiskey (local and general); Joseph L. Shoemaker & Co. (desks—mail and local); The Penna. Store Systems Co. (local and general); Brookside, W. Va. (resort advertising), and others.

We consider that *PRINTERS' INK*, usually just, has been unfair to us by the omission of our name from the list of financially sound advertising agents, and by classing us with agencies cutting a small figure in this field.

We feel that there has been a failure to make "due ascertainment of the facts." If the editor of *PRINTERS' INK* will take the trouble to make inquiry of the business manager or the advertising manager of any newspaper in Philadelphia, in reference to the standing of this agency, we feel sure he will discover that he has been viewing us through the wrong end of the telescope.

Respectfully,

RICHARD A. FOLEY,  
Foley & Hornberger, Advertising Agents.

## The Ribbotipe

is the very best ribbon ever put on the typewriter. To extend our trade we will, on application from any business house, send a trial "Ribbotipe" which need not be paid for unless it proves satisfactory. One for sixty cents; two for one dollar; five for two dollars. All colors and machines. CLARK & ZUGALLA, 100 Gold Street, New York.

## PRINTERS' INK.

THE biggest advertising contract ever closed on the Pacific coast was made with the *Journal* by the enterprising department store of Olds, Wortman & King. It covers 54,880 inches of space or one full page every day in the week except Saturdays for a period of 15 months. In this particular line this newspaper has adopted a new policy. Every newspaper publisher says privately that the best way to do is to state accurately the precise circulation. An advertiser is interested in two things, first the quantity of circulation, and second, the quality of it to meet his needs. Therefore every publisher says the advertiser should know precisely what he is buying. Everyone says this and very few have the nerve to always tell. The *Journal* is one of those which has. Every day it prints its circulation of the previous day on the front page. Whether the circulation goes down or up that fact is made apparent by the figures. If the circulation grows fast, if it grows slow, or if it fails to grow, the circumstance is daily shown on that record. This required nerve to do, for most publishers find it very much easier to always show a gain in circulation and they shrink from showing a loss. But there is always this consolation that when the figures are straight they will show straight after an examination however rigid, so that an actual circulation of say 15,000 is oftentimes found very much more effective than a claimed circulation of 25,000, some of which is still to be secured.—*Portland, Ore., Journal.*

## AN IMPORTANT FACTOR.

MANUFACTURERS' ADVERTISING BUREAU,  
126 Liberty Street,  
NEW YORK, June 6, 1904.

*Editor of PRINTERS' INK:*

We find that this Bureau is not listed in the Elite Directory of advertising agents, compiled by Mr. Arthur Koppell, which appears in your issue of the 1st inst. We should be there of course, as the Bureau was established in 1877 by its present proprietor Mr. Benj. R. Western, and is to-day an important factor in trade journal advertising. We want to give you the facts and you can make such use of them as you think right.

Sincerely,  
W. HULL WESTERN.

THE York, Pa., *Daily*, recently purchased by the York Dispatch Company, of which the veteran Pennsylvania newspaper editor, Hiram Young, is the president and chief owner, is making rapid strides in improvement. A new addition to the staff is Dan Hake, one of Harrisburg's best newspaper men, who leaves the Harrisburg *Patriot* and assumes the local editorship on the *Daily*. The new managing editor of the *Daily* is Herbert J. Fowler, of New York State, a successful and experienced newspaper man. The list of publications now owned by the Dispatch Company are the *York Dispatch* (evening), the *York Daily* (morning), the *York Semi-weekly Dispatch* and the *York Legal Record*.

## A GOOD-NATURED PROTEST.

Established 1883.

THE DORLAND ADVERTISING AGENCY,  
Walter E. Edge, Proprietor.  
Main Office, Cor. Atlantic & Penna.  
Avenues.

ATLANTIC CITY, N. J. June 4, 1904.

*Editor of PRINTERS' INK:*

In looking over your June 1 issue of PRINTERS' INK I notice what is termed "The Elite Directory of advertising agents," under which is an explanation that those distinguished by one star are recognized by a majority of publishers as top notch and those with two stars placing annually one million dollars worth of business or more.

Being a constant reader and admirer of PRINTERS' INK, and knowing it wishes to be fair to all interests, wish to file a good-natured protest against the absence of a star before the entry "Dorland Advertising Agency," inasmuch as the business of this agency is very near the half million dollar mark annually; and if there is any newspaper in the United States to which it owes a penny outside of the current accounts, we fail to know of it.

Further than that, the agency has been a peculiarly successful one, placing as it does more of the winter and summer resort advertising of the United States than is placed by all the other agents combined. The class of this business makes it difficult to place a million dollars in gross business, but I venture to say that we have more individual customers on our books than any agency outside of six in your entire list, but many of the individual accounts are naturally small in size.

The fact that our agency has been constantly in business for nineteen years, recognized by every New York and metropolitan paper as most successful, makes us a trifle sensitive about the absence of a classification that, we contend, belongs to it.

I note a number of competitors in your list that make a specialty of resort advertising, as we do, that do not place one-tenth of the business that is placed by our office, but who seem to be favored with the aforesaid stars.

Further, our Agency is now occupying the building at Pennsylvania and Atlantic Avenues in Atlantic City, with branch offices in New York City, 1364 Broadway, Asbury Park, N. J. and Lakewood, N. J. and not 1309 Atlantic Ave. as listed. Very truly yours,

W. E. EDGE.

A FOLDER from the twice-a-week issue of the *Spokesman-Review*, Spokane, Wash., places that paper's average issue at 32,937 copies for the first quarter of this year. The *Spokesman-Review's* circulation for 1903, according to Rowell's Directory, was 29,466 for the semi-weekly and 13,331 for the daily issue. The paper is a most worthy candidate for the Roll of Honor.

THE first year of the Indianapolis *Star* was completed June 5 and the event celebrated with an anniversary number. Indianapolis was considered a well-covered newspaper field a year ago and the new daily was established in the face of strong competition. The first order for machinery was given on May 14, 1903, and within twenty-one days thereafter the first issue appeared on the streets. Today the *Star* has eleven linotypes, two Hoe presses with a capacity of 48,000 eight-page papers an hour, and an entirely new, model equipment in every department. One month after birth it had 27,249 bona fide subscribers; three months after there were 41,645; six months from the date of the initial issue the list had grown to 70,836, and the present circulation is stated by the publisher as 80,644 daily average. The *Star's* first home was a little dwelling house on East Ohio street. Last September the plant was moved to the Sentinel Building, and the old Iroquois Hotel on the Circle was purchased. After remodeling the latter the paper occupied it in March, this year. George F. McCullough, owner of the Indiana Star League, has just purchased the Indianapolis *Journal*, the oldest daily paper in Indiana, and will discontinue its publication, using the *Journal's* mechanical plant and building for the *Star*.

AUGUSTUS P. COAKLEY, the bland, broad-shouldered advertising manager of the *Woman's Magazine*, St. Louis, was married to Miss Jane Sexton in that city June 6. After an Eastern trip the couple will live in St. Louis.

A QUALITY AGENCY  
H. E. LESAN COMPANY.  
Advertising.

ST. LOUIS, June 4, 1904.

*Editor of PRINTERS' INK:*

We are very much astonished to note that on page 14, of your issue of June 1st, you publish a list of advertising agencies headed: "The Elite Directory of Advertising Agencies," with a foot note reading to the effect that those distinguished by one asterisk are recognized by a majority of publishers as "top notchers." In the list for St. Louis you give the names of four agencies, among them being, of course, the H. E. Lesan Co. On three of these you have given the asterisk, while opposite the name of the H. E. Lesan Co. none appears. We are very sure that this must have been an oversight, for the simple reason that we place more magazine advertising than all the other St. Louis agencies combined, and our aggregate business, including newspaper and signboard advertising, certainly exceeds by many times that of one of the agencies to which you have given the top notch mark. Furthermore, the H. E. Lesan Co. stands as the "quality" agency in St. Louis. We handle only the finest quality of advertising and pride ourselves on the service we give the advertiser and the copy we turn out. Our agency seeks to develop business rather than to transfer accounts already established, and of the large number of successful advertisers whose accounts we are handling all of them have been developed by us from small beginnings. We feel that a great injustice has been done us, although we think unintentionally, and we would appreciate your correcting this impression in your next issue.

For your information we append a list of some of our most prominent accounts. Ralston Purina Co., American Wine Co., Majestic Mfg. Co., Wertheimer-Swartz Shoe Co., Cooper, Wells Co., Mernod, Jaccard Jewelry Co., Missouri, Kansas & Texas Ry., Guckenheimer Bros., Ralston Breakfast Food, Cook's Imperial, Majestic Ranges, Sir Knight Shoes, Hosiery, Pennsylvania Rye.

Yours truly,  
H. S. GARDNER.

# The Montgomery Advertiser.

"Alabama's Only Metropolitan Newspaper."

Sworn Net Paid Circulation for 1903: Daily, 11,071; Sunday, 15,051;

Weekly, 13,567. Accorded Double Golden Symbol (OO) by

The American Newspaper Directory.

"THAT'S a mighty clever ad," is the remark called forth from the reader by some publicity. Experts are divided as to whether this kind pays or not. But there's not a bit of doubt as to the productiveness of the advertising that makes readers say, "By Jove, there's something that I've always wanted!"

THE ginseng advertisements that were a feature of the magazines about a year ago have disappeared, but the Agricultural Department at Washington hasn't forgotten them. A veritable craze for raising ginseng has spread over the country, and the department is besieged with requests for plants and seeds. Upon good authority it is stated that the plant grown in this country could find no market, as the Chinese get an ample supply from farms in Corea. The ginseng advertisers represented that the plant brought fabulous prices for medicinal purposes, and that a small patch in any old back yard planted with the root would make a family rich beyond the dreams of the most gullible patron of get-rich-quick schemes. According to the New York *Sun*, there has been fraud in connection with the ginseng advertising, some of the firms sending to patrons seeds that, when planted, produced the common or garden variety of turnip.

#### SHOULD NAME THE PARTIES IN JUSTICE TO OTHERS.

Business Department  
"THE MARYVILLE TRIBUNE,"  
MARYVILLE, MO., June 4, 1904.

*Editor of PRINTERS' INK:*

Referring to "The Elite Directory of Advertising Agents" in your issue of the 1st inst. Two of the agencies on that list, one of which is adorned with an asterisk to denote that it is a top-notcher, and the other with two asterisks, which is still more toppy, owe this paper advertising bills of six to twelve months' standing. Our statements are ignored, the accounts are not disputed, sight drafts are returned, and we do not get the money. Two other agencies on the same list have been so slow in paying bills that we now require them to pay in advance and are now carrying paid in-advance business for them.

If you will kindly suggest some means by which we can get what is coming to us from the first two without having to pay a collection agency a large fee you will greatly oblige,

Yours truly,  
CURTIS WRAY.

AMONG the magazines that guarantee the responsibility of advertisers is *Benziger's Magazine*, New York, credited with the largest circulation enjoyed by any monthly magazine going to Roman Catholic homes. In the latest Rowell's Directory the monthly average for 1903 is given as 29,208. Benziger Brothers, the publishers, regularly print a notice to readers assuring them that all articles advertised have been investigated, and are as the advertisement represent. In case of misrepresentation the publishers protect readers.

A NOVEL piece of advertising literature for a newspaper is the city directory of Norwalk, Ohio, issued by the *Evening Herald* of that town. Norwalk has a census population of 7,074, so that the directory was compressed into a neat vest pocket volume of seventy pages. Opposite the name of each householder who takes the *Herald* is printed an asterisk. Norwalk has 96 streets, and the *Herald* goes as a paid visitor to each one of them. On eighteen streets, the publisher says, no other paper is represented. On fifteen others the *Herald* leads by a ratio of from 2 to 1 to 18 to 1. On every street with one exception the *Herald* leads—on Park avenue there are thirteen families, only six of whom take the paper. This directory is a complete mailing list of Norwalk, as well as a candid way of revealing circulation. In the latest Rowell's Directory the Norwalk *Evening Herald* is credited with 2,099 daily average for 1903, and is therefore eligible to the Roll of Honor. The Norwalk *Reflector*, also an evening paper, is credited with 1,504. The *Herald* was established in 1902.

#### AMONG THE LARGEST.

189 Broadway,  
NEW YORK, June 8, 1904.

*Editor of PRINTERS' INK:*

It is, no doubt, the intent of Mr. Arthur Koppell, who compiles the Elite Directory of Advertising Agents, to make this list complete, and I cannot, therefore, understand why my name is not included, as I have been in business for fifteen years, and am pleased to say am rated among the largest agencies in the City of New York. Yours very truly,

JULS P. STORM, Advertising.

THE *Sanitarian*, a monthly magazine devoted to sanitation and hygiene, published in Brooklyn since 1873 by Dr. A. N. Bell has been merged with the *Popular Science Monthly*, New York.

THE SPHINX CLUB—  
LONDON.

BORN JUNE 2, 1904.

The great success of the Sphinx Club of New York, its fame, which far transcends the boundaries of the United States, and the reputation of the useful work which it has done for the art and craft of advertising, have long made advertisers in England—and especially American advertisers, who form no inconsiderable colony in Britain—ambitious of a corresponding organization in London, and thanks to the efforts of a few energetic enthusiasts, there was held at the Hotel Cecil, London, the hotel best known to Americans of business visiting the English metropolis, on June 2 a dinner expressly and officially described as called to preside at the birth of the Sphinx Club of London.

If ever justifiable and admitted imitation was rightly called the sincerest form, not of mere flattery, but of honest appreciation, the inauguration of the Sphinx Club of London deserves that title. A very warm tribute was paid by more than one speaker to the New York prototype and homonym of the new Club, and the name of Mr. George P. Rowell was in particular received with an enthusiasm which may well be called extraordinary, as evoked by a man whose business headquarters are at so considerable a distance. One of the speakers, Mr. John Morgan Richards, felicitously applied to him an expression used of Edmund Burke, saying "That he was not

above his fellows as one bough of a tree is above another bough, but as the sun is above the topmost branch, and as Sirius is above the sun."

Mr. Richards, with Mr. R. Balch, Mr. R. E. Bridge (of Quaker Oats), Mr. Stephen Britton (of the Abbey's Salt Company) and Mr. H. E. Morgan (of a London firm of printers, Messrs. Spottiswood & Co.), were elected a committee provisionally to arrange the formation of the Sphinx Club of London, of which Mr. H. P. Rees (of the Paul E. Derrick Agency), an Englishman whom many people take for an American, accepted for the time being the honorary secretaryship. Mr. Roy V. Somerville, well known in London as the representative of the Butterick Publishing Company (and before that of the *Toronto Globe*) acts as honorary treasurer. It was resolved to hold a further preliminary meeting to consider the question of drawing up rules and a constitution, as near June 20 as possible, to which meeting everyone present undertook to bring guests interested in the movement, and the technical press of London will evidently do its best for the Club, as among those present at the "birth" meeting were observed Mr. Phillip Smith, managing director of Smith's Advertising Agency, which publishes the oldest English advertising monthly, *Advertising*, and Mr. W. Berry, editor of that very able and well-informed magazine, the *Advertising World*.

From these details it will be perceived that the Sphinx Club of London has been born a lusty and well-developed infant, and its progress may be looked for to do credit to its American ancestor.

T. RUSSELL.

**EVERY EVENING NEWSPAPER**

sending the name and full address of its business manager will receive an unusually attractive proposition. Only one daily in each city will be considered and that the leading evening daily.

Address      **ARTHUR HOWARD,**

271 Skillman Street, Brooklyn, New York.

THE *Question* is a new advertising magazine hailing from Chicago, where it is published at 318 East 45th street. It is cleanly printed and well edited, and is to be issued four times a year—May, August, November and February. H. Kirk Watkins is the editor.

THE name of the stone is "prejudice." It was put in the middle of the road by a wily old duke who wished to know what sort of stuff his people were made of. One and all as they came to the market-place, on foot, on horseback, or in great creaking carts, turned aside until soon a road was worn around the stone. The duke, concealed in a nearby inn, watched it for a day, and then he called all the people together around the stone. With his own hands he rolled the stone aside and took out from a hole beneath it a bag of gold coins on which was the inscription: "To the one who takes the trouble to remove this stone." The opportunity to advertise in *The Methodist* comes to every advertiser. It is necessary for him to roll away the stone of prejudice before he can get at the prize. Is it too much trouble, when we can prove that the prize is waiting for the advertiser enterprising enough to roll away the stone?—A. E. Dunn, 57 Washington St., Chicago.

#### NOT A SMALL CONCERN.

PROVIDENT BUILDING,  
PHILADELPHIA, June 1, 1904.

*Editor of PRINTERS' INK:*

In the article on "Philadelphia Advertising Agencies" on page 12 of PRINTERS' INK for June 1, your correspondent states that the Morris & Wales agency is "a small agency handling retail business," and that its business is said to be entirely local."

We would call your attention to the fact that we devote almost our entire attention to the preparation of copy and designs for manufacturers. Our only retail customer is Messrs. J. E. Caldwell & Co., the well-known jewelers.

As to the geographical distribution of our customers—in addition to our Philadelphia accounts we handle the business of a number of large concerns in New York City, Baltimore, Pittsburgh and London, Eng., and we also have customers in many smaller cities in New York, Pennsylvania and other Eastern States.

Yours very truly,  
MORRIS & WALES,  
By James Albert Wales.

MR. RICHARD S. THAIN, formerly editor of *Mahin's Magazine* has been engaged as assistant manager of *Judicious Advertising*, Chicago.

DURING the past few years Druggist Ruhl, Manheim, Pa., has won eighteen prizes for clever ads and window displays. The majority of these were in cash, and aggregate \$499. The latest is a cash register, won for an attractive display of the Dr. Pierce remedies.

THE Mutual Life Insurance Company is increasing somewhat its line of advertising, using a limited number of high-class weeklies. The business is going out through the Frank Presbrey Company as usual, under the direct supervision of Mr. John H. Hawley.

ONE of the unique magazines of this country is the Scandinavian *Ladies' Home Journal*, as it has been called—the monthly *Kvinden og Hjemmet*, published at Cedar Rapids, Iowa. Translated this difficult title means "Scandinavian Woman and Home," and the journal itself is credited in the last issue of Rowell's Directory with an average issue of 77,833 copies for 1903. It is published in Danish-Norwegian, with a Swedish edition, and this circulation far exceeds that of any newspaper or periodical published in those languages in the United States. *Kvinden og Hjemmet* has been issued regularly since 1888, and the published claims that it goes into more than 82,500 of the best homes in a Scandinavian population of 2,500,000. Minnesota leads, with 1,256 postoffices to which the journal is mailed. Wisconsin is next with 756 postoffices; Iowa has 643, North Dakota 557, Illinois 395, South Dakota 368, Nebraska 367, Washington 347, Michigan 315, California 241, Pennsylvania 240, Kansas 212, Massachusetts 183, New York 179, Oregon 147, Montana 130, Connecticut 118, Colorado 117, Idaho 115 and Utah 101. Twenty-eight other States are represented in the mail lists, and the total number of postoffices reached is 7,448.

A METHOD of advertising that comes close to property-owners, and which should be productive for contractors, roofers, painters, builders, etc., is that employed by Gara McGinley & Co., Philadelphia. This firm of roofers sends out an invitation to householders to enter their names on its "roof examination list," making inspections twice a year of roofs, spouts and like property, and submitting reports and estimates of repairs needed free of charge, at the time, usually, when a "stitch in time" will save heavier expense later. The advertising is done largely through mail literature.

#### A LONDON BRANCH OF THE SPHINX CLUB.

A meeting of British members of the Sphinx Club and other advertisers, for the purpose of inaugurating a London branch of the Sphinx Club, was held at the Hotel Cecil on the evening of Thursday, June 2nd, was attended by about twenty-five of the leading advertising men. The meeting was in the form of a banquet and was presided over by Mr. Stephen Britton, a member of the parent club and a former New Yorker.

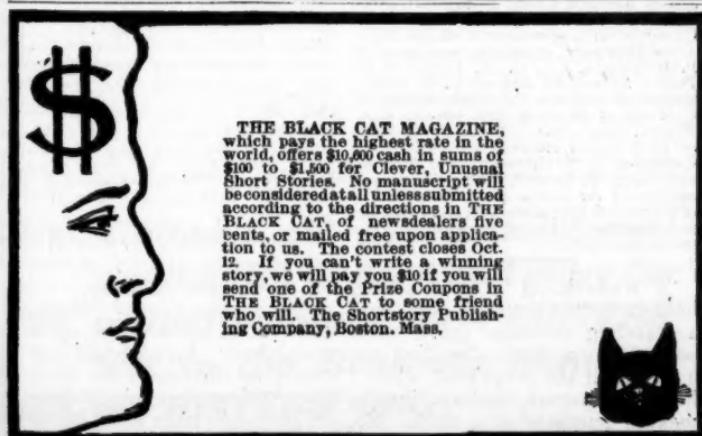
Mr. Britton, as will be remembered, was formerly general manager of the American Branch of Abbey Salt Co. He now occupies a similar position at the Company's headquarters in London.

COLLIN ARMSTRONG announces that he has discontinued his office at 80 Broadway; will be located with Albert Frank & Co., general advertising agents, of which company he is treasurer, in the Broad Exchange Building, 25 Broad St., New York.

#### THE POSTOFFICE DEPARTMENT, PATENT MEDICINE ADVERTISEMENTS, AND THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

In the Washington dispatches published in various newspapers, the statement has appeared that the American Newspaper Publishers' Association would co-operate with the Postoffice Department in the matter of suppressing certain classes of patent medicine advertising. This does not state fairly the position of the Association in relation to this matter.

The arrangement made with the Postoffice Department, at Washington, by the secretary, was that the Department should notify the New York office of the Association of any advertisements which they held to be a violation of the statute, thus affording the secretary time to notify the members of the Association, leaving it to the members themselves to take such action as they might deem necessary to prevent their papers being refused the use of the mails.



THE BLACK CAT MAGAZINE, which pays the highest rate in the world, offers \$10,000 cash in sums of \$100 to \$1,500 for Clever, Unusual Short Stories. No subscription will be considered at all unless submitted according to the directions in THE BLACK CAT, of newsdealers five cents, or mailed free upon application to us. The contest closes Oct. 12. If you can't write a winning story, we will pay you \$10 if you will send one of the Prize Coupons in THE BLACK CAT to some friend who will. The Shortstory Publishing Company, Boston, Mass.



CIGARETTES made to order are a new thing offered by Pinkus Bros., 56 New street, New York. Besides any blend of tobacco that may be desired, these tailor-made smokes bear the purchaser's monogram, crest, yacht colors or automobile number. They might also have a place among the advertising novelties of a large hotel, though their effect would, of course, be very transitory. This novelty is being advertised in small spaces in New York dailies.

AT the Poodle Dog Restaurant in San Francisco recently was held a banquet of advertising men, the chief object being to perfect a permanent organization. Addresses were made by C. H. House, S. M. Barrus, J. D. Barnhill, E. M. Swasey, L. E. Fitch, F. J. Cooper, R. C. Ayres and others. The object of the organization is two-fold—to exchange ideas on advertising and to promote the publicity of California's many products. For the latter purpose the club will co-operate with the California Promotion Committee. Those present were:

E. M. Swasey, G. C. Barnhart, J. Eppinger, A. G. Carter and O. R. Tyson of Barnhart & Swasey, advertising agents; F. J. Cooper of the Cooper Advertising Agency; C. H. House of the *Call*, L. E. Fitch of the *Bulletin*; R. C. Ayres, advertising manager of S. N. Wood & Co.; W. E. Joslyn, advertising manager of the *Emporium*; W. H. Pinney, advertising manager of Hale's; J. A. Johnston, advertising manager of Weinstock, Lubin & Co.; H. A. Boushey, advertising manager of Pragers' department store; S. M. Barrus, advertising manager of Kohler & Chase; R. Reinhart, advertising manager of Raphael's, Inc.; G. B. Cheney, advertising manager of Magni & Co.; Alfred McKinnon, advertising manager of A. P. Hotaling & Co.; G. W. Fischer of the Fischer Advertising Agency; L. E. Sexton, manager of the Sunset Advertising Agency; H. C. Morris of Morris & Bain, printers; H. C. Rowley, editor of the California *Fruit Grower*; H. P. Stabler, chairman of the Advertising Committee of the California Dried Fruit Association; J. D. Barnhill, Pacific Coast representative of the *Review of Reviews*; W. Ray of Whitaker & Ray, publishers; R. P. Jennings and Hamilton Wright of the California Promotion Committee.

"I WAS sitting in a fair-sized hardware store the other day," said a traveling salesman for a hardware jobbing house, "waiting for a chance at the proprietor, when I heard a woman endeavoring to make a purchase of a clerk. No, I don't mean that he was trying to

make a sale to her. I stick to what I said. She evidently wanted to purchase a number of articles, and he seemed to be doing his best to prevent her.

"He was busy putting figures on a lot of tickets, and kept at it all the time she was talking to him. 'Do you keep those things for cleaning out sinks?' she asked. 'Do you mean a pot-scraper?' 'No, a thing to clean out sinks. One of my neighbors was telling me about them.' 'We may have them, but I have never seen any of them.' All the time he was at the tickets and never looked up at her.

"'Are those mouse-traps?' she went on, pointing to a shelf. 'Yes,' he said. 'How much are they?' He named a price, still busy with his pen.

"She walked over to a show-case and looked it over. Then she came back. 'Do you warrant your shears?' she asked. 'I was awfully sold on the last pair I got, but I didn't buy them here. Do you warrant yours?' 'Some of them we do, and some we don't.' He dipped his pen and began on a new lot. She stood still for a moment. Then she said, 'Is your silverware any less than it was before the holidays?' 'The boss was talking about marking some of it down, but I don't know whether he has or not.' Silence on both sides. Then he said, 'Do you want any of it?' 'Not unless it is a bargain.' Neither she nor I found out whether he had a bargain or not, for he never opened his head. She stood about in an uncertain manner, moved up towards the door, and in a little while gradually worked her way into the open air.

"Determined to find if he was actuated by any motive except bull-headed, jackassical stupidity, I said, 'Is her credit bad, or what's the matter with her?' 'Never saw her before in my life,' he responded, as he went on with his tickets.

"No wonder a lot of fellows who start out in business end up in the poor-house. I wish I had been the owner of that store for about an hour. That clerk would have hit the pavement hard when he landed. —*The Book-Keeper*.

A HANDSOME booklet-folder from Mr. Cooke's department describes the Erie Railroad's World's Fair service to St. Louis, which not only includes fast trains in connection with the Big Four, but permits of ten-day stops at Niagara Falls going, and longer stops for rest on the return trip at Chautauqua and Cambridge Springs. The matter dealing with the Fair is enticing, and has been beautifully illustrated. Views of Erie scenery are also shown.

THE town of Paullina occupies a relatively small place on the map of Iowa, being credited by Uncle Sam with a population of 617 souls. Yet a special issue of the *Paullina Weekly Times*, the only paper there, shows it to be a handsomely printed sheet, and a rooter for the town, outlining its destiny in a feeling, unafraid way:

Are the achievements of Paullina all in the past? Has the champion baseball team been mustered out forever? Has the band forever disbanded? Has our population reached its limit? Will the volume of business decline? Has the spirit of progress been satiated? Has the striving for better things in church, school and municipality ceased? Will Paullina now rest upon her oars and drift listlessly upon the current? To all these we reply in thundering tones:

#### NOT ON YOUR LIFE!

Greater achievements are to grace our records, new laurels await our athletes; a new band has already been organized; people will steadily gather into our city; more and more business will be done; the spirit of expansion is in the ascendancy; new vigor and religious zeal in the churches, greater interest still in schools, and a higher standard of citizenship will become manifest; another business block and several new residences are already discernible; a lighting plant is on the way, a public library is already founded, and trolley connection with Spirit Lake and Sioux City is among the possibilities. Proud, prosperous, peaceable Paullinal

ADVERTISING success is usually built on modest beginnings. Everything substantial must have a foundation, everything enduring rests on the ground. The business man who wants to become a Menken or Douglas inside of a year too often suffers the fate of the soap bubble.

A LARGE chain of New York and Brooklyn drug stores was formed recently by the consolidation of the interests of Wm. B. Riker & Sons Co., New York, and the Bolton Drug Co., Brooklyn. The new company is to be known as the Riker-Bolton Drug Co., with the following officers: President: W. C. Bolton, president of Bolton Drug Co.; Vice-President: Jos. H. Marshall, M. D., president of Riker Drug Co.; Treasurer: E. D. Cahoon, Riker Drug Co.; Secretary: John J. Haigney, Riker Drug Co.; General Manager: A. H. Cosden, Riker Drug Co. The business of the Riker Co. was established in 1846, while the Bolton Co. has been operating in Brooklyn for more than quarter of a century. The Riker store at Sixth Avenue and 23rd street, New York, does the largest drug business, it is said, of any drug store in the country. A handsome new Riker store is being opened at the corner of 9th street and Broadway. The main store of the Bolton Co. is at 260-264 Fulton street, Brooklyn. Four other Bolton stores are located in convenient parts of the Borough of Brooklyn. The Bolton Co.'s business in Brooklyn has been the largest in that Borough for many years. The Bolton stores are to be remodeled and operated along the same lines as the Riker stores.

**Address all correspondence,  
payments, orders and copy for  
advertisements in PRINTERS'  
INK to the Business Manager  
of PRINTERS' INK.**

## WEEKLY AD CONTEST.

## SEVENTEENTH WEEK.

In response to the weekly ad contest thirty-seven advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed best of all submitted. It was sent

seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A

## WHAT DO YOU DO WITH YOUR SALARY?

May we suggest that it would be a good idea to place a part of it regularly in our Savings Department, at 4% compound interest, and that you will find it also a great convenience to open a Checking Account for the payment of current expenses, and receive 2% interest on daily balances.

*Write for the Booklets, "Savings Accounts" and "General Banking."*

## The Colonial Trust Co.

No. 317 Fourth Avenue

Capital, Surplus and Profits, over \$9,500,000.00.

in by Warren J. Chandler, German-town, Pa., and it appeared in the Pittsburgh *Dispatch* for June 7, 1904. A coupon was mailed to Mr. Chandler as provided in the conditions which govern this contest, viz.: Any reader may send in an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what

coupon good for a year's subscription to PRINTERS' INK will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business. The sender must give his own name and date of the paper in which the ad had insertion.

## ROWELL'S American Newspaper Directory

For 1904

THIRTY-SIXTH YEAR—IS NOW READY FOR DELIVERY.

Price \$10 net cash.

Checks may be made payable to

Chas. J. Zingg, Business Manager Printers' Ink, 10 Spruce St., New York.

THE OLD, OLD ARGUMENT OF  
THE READY-MADE SUIT.

Every spring the clothier and tailor must renew their contest for popular recognition of the fashionable men in their town and surrounding vicinity. The tailor invariably argues fit and wearing qualities and Mr. Clothing Man meets the issue by showing that two hand-me-downs may be bought with the amount asked for one built to order suit and that his clothes represent the very latest creations in fashionable centers. Too many clothing advertisements fail to come right down to the points that interest readers.—*Omaha Trade Exhibit.*

## Classified Advertisements.

*Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.*

## WANTS.

WANTED—Kidder Press, second hand, for roll paper. Address "PRESS," care this office.

WANTED—*Lippincott's Magazine*, July, 1897, and Jan., 1898. Address JAMES BALTAM, 74 E. 116th St., New York.

WANTED—Second hand 4, 6 and 8 page Angle-Bar Duplex Perfecting Press. REGISTER PUBLISHING CO., Danville, Va.

MORE than 250,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—For largest department store in Kansas, experienced adwriter who understands mail order business. "E." care of P. I.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1896, represents competent workers in all departments. Send for booklet. 368 Main St., Springfield, Mass.

WANTED, AGENTS—We have them that sold four dozen in three hours. Made seven dollars profit. Send \$1.25 for three-dollar outfit. DEPT A, THE GOODSPED MFG. CO., Ann Arbor, Mich.

D<sup>O</sup> you want a cartoonist—one who knows how—clever and original? Samples furnished. Address "H. C." 21 Highland St., New Britain, Conn.

WANTED—A case of bad health that HIPANS TABULES will not benefit. A hundred millions of the Tabules have been sold in a single year, and a package containing ten can be bought at any drug store for five cents.

A NY retail business clothing, shoe or department store wishing a clerk and adv. writer will do well to correspond with me. Single (30) and gilt-edge reference. Address "S. G." care of Printers' Ink. Prefer west of Chicago.

THE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

WOULD consider proposition from experienced advertising man, with satisfactory references, to purchase interest in trade publication which is the only one devoted to a certain important industry. "W. N. R." care P. I.

PARTNER WANTED—Sell third interest well established newspaper 60 miles Phila. Entire plant now. Owner not remaining. Needs partner take charge composing room. Not question of price as much a kind of man and ability as printer. If can put up \$500 cash, giving secured note \$2,000 additional, investigate this. Address "PARTNER," care Printers' Ink.

EXPERIENCED advertisement writer, now with large agency, New York City, open for engagement. Best references from previous employ. Forceful, clear, terse writer—booklets, follow-up items, advertisements. Understands printing illustrations. Versatile, resourceful, competent. Will go anywhere; salary moderate. "COMMERCIAL ARTISAN," 136 Tribune Building, New York.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified column of Printers' Ink, the business journal for advertisers, established weekly, 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. Printers' Ink is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

A DVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an adwriter than years of ordinary experience. Write to-day.

WELLS & CORBIN,  
Suite B, 2319 Land Title Bldg.,  
Philadelphia.

## WANTED

## MANAGER

## SMALL

## ADVERTISING

## AGENCY

To build it up. Good chance.  
Address "99," care Printers' Ink.

A DVERTISING MANAGER, now holding a leading position with one of the largest agencies in Chicago, desires position away from the Great Lakes on account of his wife's health. Atlantic Seaboard or South preferred.

Is the author of some of the most successful campaigns in the country; has made booklet and jingle writing a specialty; is exceptionally versatile and possesses marked executive ability. Highest references.

Address "EXECUTIVE," care of Frank H. Thomas, 1635 Marquette Bldg., Chicago.

A RE YOU SATISFIED with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

THE GOODPODS (INC.),  
Suite 511, 299 Broadway, New York.  
Suite 815, Pennsylvania Bldg., Phila.  
Suite 539, Monadnock Bldg., Chicago.  
Suite 1236, Williamson Bldg., Cleveland.  
Pioneer Bldg., Seattle.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$20 a week and over, to work for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$4,000 place, another \$6,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 82 Temple Court, New York.

## PRINTING.

TO users of process color printing I want to talk direct, and show cause why ours should be used. Large runs wanted. HAL MARSH-BANKS, for Edward Stern & Co., Inc., 1 Union Square, New York.

## MAIL ORDER.

HERE is a puller. I received 165 tea cent orders from a little two-line ad in one paper, one time, costing 40 cents. Legitimate, and brings more orders. Will send copy and particulars for \$2c.

S. C. SULLIVAN,  
Box 41, Erie, Pa.

## ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (G), 23 Broadway, New York.

## CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. PIEDMONT FURNITURE CO., Statesville, N. C.

## FOREIGN TRADE PRESS AGENTS.

WE are experts in trade journalism, collect subscriptions throughout Great Britain for many leading trade papers, supply news and undertake advertising. Correspondence invited. **Caravaning agents wanted in British colonies.** A. N. EMMEL & CO., 33a Farringdon Street, London, E. C.

## TOBACCO.

**LUXURIOUS SMOKING** — Provided you use "French's Mixture" Smoking Tobacco. Made of finest and most-carefully selected old and perfectly cured North Carolina Leaf. You can't buy it from dealers. We furnish smokers direct from factory. Highest grade smoking tobacco manufactured. Deliciously mild, yet full of fragrance, and never burns the tongue. *There is nothing in smoking tobacco to be compared with it.* Large sample package for 10c. in silver.

**FRENCH TOBACCO CO.**, Statesville, N. C.

## RUBBER STAMPS.

**FOURTY CENTS** pays for a rubber stamp facsimile of your signature. Any stamp under 3 inches, 10 cents a line. All work guaranteed. Ask for catalogue. **A. EMBREE PRINTING CO.**, Belton, Tex.

## TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (00). 253 Broadway, New York.

## PERIODICAL PUBLICITY.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (00). 253 Broadway, New York.

## INSTRUCTION BY MAIL.

**YOUR DOG CAN READ PEOPLE** at a glance. Can you?

WE CAN TEACH YOU to read people like open books—to know their characters, talents, strong and weak points.

TAKES ONLY TEN WEEKS and \$10. Easy terms and easy payments. We deliver the goods or refund.

NO NONSENSE about our method. No palmistry, astrology or occult fakes. Based on physiology and accepted sciences.

IN USE TWENTY YEARS. Pupils all over world. Only two kicks so far. Mention P. L. and sample pages will come.

**SCHOOL OF HUMAN NATURE,**

Athens, Ga.

## DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSEY STUDIO**, 245 B'way, N. Y.

## PAPER.

**BASSETT & SUTPHIN.**  
45 Beekman St., New York City.  
Coated papers a specialty. Diamond B Perfect  
white for high-grade catalogues.

## INDEX CARDS.

**I** f you would save money on your index card supplies, buy direct from  
**STANDARD INDEX CARD CO.**,  
Rittenhouse Bldg., Phila.  
Mfrs. of Index Cards exclusively.

## MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

## ADDRESSES FOR SALE.

**1,451** R. F. D. route names; Ohio, \$1; new Z. X. COREY, Marysville, Ohio.

**COMPLETE** list of voters in Arkansas—classified lists—ladies' names. NEW. MYRTA GOODMAN, Dardanelle, Ark.

**5,202** FRESH NAMES of farmers on 42 rural routes in N. Y., printed and postpaid, \$1. CLARK & CO., Kenmore, N. Y.

## HALFTONES.

WE would like to estimate on your half tones either for the newspaper or other work. **STANDARD ENGRAVING CO.**, 61 Ann St., New York.

## NEWSPAPER HALFTONES.

2x3, 75c.; 3x4, 21c; 4x5, \$1.60.  
Delivered when cash accompanies the order.

Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

## PROPRIETARY REMEDIES.

**THE BLUE GLASS INHALER.** A new thing. For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener, a remedy for colds, tonsilitis, bronchitis, asthma, hay fever and every disease of the throat, nose or air passages. Better than a gargle for sore throat. Sold for 10 cents. Sent by mail by the manufacturers on receipt of price. Address **THE RIPANS CHEMICAL COMPANY**, No. 10 Spruce St., New York.

## COIN CARDS.

**\$3** PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

**1,000** COIN CARDS, printed to order, \$3. 10,000 at \$2 per thousand. **ACME COIN MAILER CO.**, Box 204, Ft. Madison, Iowa.

## HOUSE-TO-HOUSE DISTRIBUTING.

THERE is only one agency that has an established reputation for a systematic house-to-house distribution of advertising of all descriptions in all towns and cities of importance in the United States. Every piece of matter is placed by men who are reliable, experienced and who make this an exclusive business. Can give references from many leading advertisers.

**WILL A. MOLTON,**  
National Advertising Distributor,  
442 St. Clair St., Cleveland, O.

## DECORATED TIN BOXES.

**T**HE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cigarette boxes and five million vase-line boxes and cases. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

**AMERICAN STOPPER COMPANY.**

Brooklyn, New York  
The largest maker of Tin Boxes outside of the Trust.

## PRINTERS.

**PRINTERS.** Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

## PRICE CARDS.

**S**END for samples of the handsome price cards we sell at 50 cents the hundred, \$3.50 the thousand, assorted. Daintily printed on buff and primrose Translucent Bristol. Used in displaying goods they help sales wonderfully. **THE BIDDLE PRICE CARD CO.**, 10th and Filbert Streets, Philadelphia.

## ADDRESSING MACHINES.

**A DDRESSING MACHINES**—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. Addressing done at low rates. **WALLACE & CO.**, 29 Murray St., New York; 510 Pontiac Bldg., Chicago, Ill.

**THE STANDARD AUTO ADDRESSER** is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

**R. F. JOLINE & CO.,**  
123 Liberty St., New York.

**FOR SALE.**

**FOR SALE**—Evening daily and weekly newstands per politics democratic; in county seat; town of Ohio, population 25,000. Address "W. E." care Printers' Ink.

**FOR SALE**—Complete German newspaper equipment; also full line of English job type with machinery. In good condition. GEO. MILLER, Chippewa Falls, Wis.

**FOR SALE**—Complete set Weather Forecasts for 1906. Suitable for almanac. Prepared by noted astronomer. Price on application. Ad-dress "A. O. B." Printers' Ink.

**COUNTRY** weekly newspaper. Best section of California. Value, \$3,000. Terms if desired. If you wish to make a change for health or profit investigate this. B. C. NICHOLS, Mountain View, Cal.

**FOR SALE**—Only job office and newspaper in Western Pennsylvania town of 1,700 inhabitants. Business \$3,000 per year netting almost 50 per cent. Price, \$3,000. \$1,500 down balance to suit. Address "C. W. B." care of Printers' Ink.

**PRINTING INK MANUFACTURERS**—A formula for making the German printing ink-drier and reducer; for sale. The only formula producing a strong drier, meeting all requirements for quick drying of inks, etc. Address "LORIMER," care of Printers' Ink.

**FOR SALE**—The printing plant of the Indianapolis *Journal*, including presses, linotypes, motors, type, etc., is offered for sale, because of the absorption of the *Journal* by the Indianapolis *Star*. The material is all in first-class condition, much of it being entirely new. Particulars and prices will be promptly furnished on application to F. L. PURDY, care Indianapolis *Star*, Indianapolis, Indiana.

**CLASS PUBLICATIONS.**

**HARDWARE DEALERS' MAGAZINE**. Circulation 17,000 (00). 235 Broadway, New York.

**PREMIUMS.**

**WRITE** for information regarding our premium and advertising clocks.

**BAIRD MANUFACTURING CO.**, 20 Michigan St., Chicago.

**L**YON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$50,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 19 Wabash Ave., Chicago.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 3rd issue now ready; free. F. MYERS CO., 45w. 48-50-52 Maiden Lane, N. Y.

**SUPPLIES.**

**W. D. WILSON PRINTING INK CO.**, Limited, 17 Spruce St., New York, sell more magazine cut ins than any other ink house in the trade.

Special prices to cash buyers.

**DOXOX**—A non-explosive, non-burning substitute for lye and gasoline. Doxox reduces and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the DOXOX MFG CO., Clinton, Ia.

**STICKY** as paste can be made and ready for use instantly by adding cold water to Bernard's Cold-water Paste Powder, makes it the favorite paste for all purposes. We furnish free samples and tell you how to use it, because its merits speak for it. Two-cent stamp carries sample anywhere in the U. S. **BERNARD-HOLMES AGENCY**, 46 N. State St., Chicago.

**BOOKS.**

**PATENTS THAT PROTECT**—75-p. book mailed free. R. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C.

**"POINTS FOR PRINTERS."** 40pp. "Full of happy ideas and good values." "Compact, complete manual for printers." 5c. postpaid. W. L. BLOCHER, Dayton, O.

**WHAT'S A DOLLAR FOR A BOOK THAT'S WORTH A HUNDRED TO ANYBODY WRITING ADS?** We offer such a little volume containing 1,500 snappy sayings, catch lines, meaty mottoes, introductions, etc., that attract attention and sell goods. Price, \$1.00 postpaid.

**DE BEAR PUBLISHING CO.**, 1 Union Square, New York.

**ARE YOU****"A BROTHER TO THE OX?"**

Are you getting a living by WORK alone? If so, there is something BETTER for you, and this little ad may be the KEY to open the golden door to wealth and enjoyment. Many readers of *PRINTERS' INK* have joined us—why not you? Just send for our 20-page illustrated book.

**"A GUIDE TO FULL POCKETS."**

It's FREE. We pay postage. It's our money against your time. You will learn how one man in Boston, Maine, earned \$30,000.00 in 18 months with only \$1,500 capital for stockholders, paid it to them in CASH, making them wealthy. Reads like a fairy tale, but every bit true. Our references are Mayors, Banks, City and Fraternal Officials, Business Men, etc., all you want. If you won't spend a cent for a postal card to INVESTIGATE, why plod on. It will be evident your neck is intended for the yoke and you wouldn't feel happy with a crown. This is no scheme or fake. If it was we couldn't show the best references in the world. You know that. Don't send us a cent, but send for the book. It's FREE.

**THE NUTRIOLA CO.**

AV 142-148 W. Madison St., Chicago, Ill.

**TYPEWRITTEN LETTERS.**

**I**MITATION typewritten letters which are perfect imitations, samples free. **SMITH PRINTING CO.**, 81 Broadway, Toledo, Ohio.

**ADVERTISING NOVELTIES.**

**"M**YSTIC WALLET"—the advertising novelty. Sample and prices 5c. **"Little Traveler" catalogue, 4c. THE SOLLIDAY NOVELTY ADVERTISING WORKS**, Knox, Ind.

**A**DVERTISE your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. J. C. KENYON, Owego, N. Y.

**PULVEROID SIGNS**; lightest, cheapest, most durable and attractive indoor sign. Complete line of Celluloid Novelties and Buttons. Samples free. **F. F. PULVER CO.**, Rochester, N. Y.

**T**HE latest novelty, Parisian Weather Indicators. Can be mailed in 6½ envelope, penny postage. 25c per thousand, including imprint. Send 4c for sample. **FINK & SON**, 5th, above Chestnut, Philadelphia.

**W**RITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

**PREMIUMS OR CONVENTION SOUVENIRS**, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c. **WICH HATHAWAY'S CRN.**, Box 10, Madison, O.

**A**DVERTISING CLOCKS—Our window and wall clocks have permanent advertising value. Estimates given on single clocks or quantities. Write for circular and information.

**BAIRD MANUFACTURING CO.**, 20 Michigan St., Chicago.

**W**E have a very handy little calculator. It is simple, yet has just enough mechanism about it to appeal to one's fancy. It is something people think they need when they see it. That is why we are so anxious for you to see it. When you see our prices you will think them surprisingly low for such an interesting and useful article. Send 2 stamps (4c). **MODERN MANUFACTURING CO.**, 97 Reade Street, New York.

## NEWSPAPER BROKER.

BUYERS and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? B. J. KINGSTON, Michigan Newspaper Broker, Jackson, Mich.

## ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

10 CENTS per line for adv. 3 months in THE MONTHLY, 2126 Broad Street, New Orleans.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,500 by the American Newspaper Directory.

NO other country daily published equals the TROY (O.) RECORD's news service—36 county and border towns drawn upon each day for news. Circulation average for 1903 was 1,133.

1,000,000 TRAVELERS can be reached monthly through the eastern and western sections of the *Travelers' Railway Guide*. Write for particulars to 24 Park Place, N. Y., or 158 Adams St., Chicago.

2 INCHES 1 month in 10 Illinois country weekly newspapers, \$50. Total circulation, 100,000 weekly. Catalogue on application. We have other lists in the Middle West. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

100,000 GUARANTEED circulation, \$5 per month. That's what the PATHFINDER offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

HARDWARE DEALERS' MAGAZINE, Circulation 17,000 (©©) 253 Broadway, New York

## ADVERTISING CONSTRUCTORS.

CHARLES CUSTER, caricaturist, writes those crisp, concise ads down at Humboldt, Tenn.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

HENRY FERRIS, <sup>his (HF) mark</sup> Advertising Writer and Adviser, Drexel Building, Philadelphia.

ADVERTISING and cuts, new daily. Retailers and bankers should use the best. Moderate prices. ART LEAGUE, New York.

FRED. M. STEINBISS, Writer and Designer of High-class Advertising Matter, 991 N. 6th Street, St. Louis, Mo.

RETAIL ADWRITING is my specialty. Let me write yours. I can increase your business. GEORGE L. SERVOS, 3335 Wyoming St., St. Louis, Mo.

A.D.T. WRITING—nothing more. Been at it 10 years. JED SCARBORO, 557a Halsey St., Brooklyn, N. Y.

CASH FOR ADS. Don't forget that our advertising contest is now on. \$1,000 cash to be paid through the Morgan Advertising Agency of Chicago. First contest closes July 16. Write for particulars. THE NUTRIOLA CO., AV 145-148 W. Madison Street, Chicago, Ill.

I think of advertising anything anywhere any time in any way write for suggestions to STARKE, of New York. He knows.

## \$1,000 CASH FOR IDEAS.

Can you write a good ad in prose or poetry? Can you make a good pen or pencil sketch? We are going to pay \$1,000 cash through the Morgan Advertising Agency, Chicago, Ill., in monthly awards, for best ideas. Costs nothing to try. Send postal for information. THE NUTRIOLA CO., A V 145-148 W. Madison Street, Chicago, Ill.

I WRITE clear, forcible, convincing magazine and mail-order ads. For two years in Cha. H. Fuller's Advertising Agency I wrote all the ads, booklets, follow-up letters, etc., for the most exacting and particular customers they had, covering a very wide range of subjects, from pianos to patent medicines, health foods and coffee substitutes to canned goods and investments. Never struck a failure. If you are very particular about your advertising write to me. Refer to Mr. Fuller if you want to. G. W. JOHNSTON, 1000 Boyce Bldg., Chicago.

PERHAPS your eye that falls upon this may be the very one it seeks—viz., the eye of some one just about to get up some bit of Trade literature—CIRCULAR, BOOKLET, CATALOGUE FOLDER! Perhaps the necessity of having that—whatever it happens to be—thoroughly "up-to-date" is fully realized, and due weight given to the FACT that in these days only such can pay for their distribution. I make all such things, after a manner of my own, and I gain new customers for my wares by sending out SAMPLES that speak for themselves and for me. If you write to me in care of my office, I will do this business I will gladly mail you a lot of such samples of my "doings." Sending for them will cost you nothing and commit you to nothing. Shun postal cards when addressing.

No. 3, FRANCIS L. MAULE, 402 Sansom St., Phila.

## TO ADVERTISEMENT CONSTRUCTOR

(Amateur and other).

\$200 FOR THE BEST ADVERTISEMENT.

\$100 FOR THE SECOND BEST.

\$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them, that they think good enough to be printed, and paid from day to date as accepted, and at the end of a year—viz., December 31, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the Ripans Tabules have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of Ripans Tabules, as a dyspepsia remedy, have been received at office of the Ripans Chemical Company in twelve months.

A hundred million Ripans Tabules have been purchased at drug stores in the United States in a single year.

Every drug store in America sells Ripans Tabules, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of Ripans Tabules. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to  
CHAS. H. THAYER, PRESIDENT,  
THE RIPAN CHEMICAL COMPANY,  
No. 10 Spruce St., New York.

## AN AUSTRALIAN DECISION,

NEW YORK, June 13, 1904.

*Editor of PRINTERS' INK:*

It will possibly be of some interest to publishers of American magazines, as well as save them some annoyance and loss to learn of a decision of the Australian Commonwealth Customs Department with reference to the importations of foreign magazines into Australia. For the past year there has been an attempt to prohibit the insertion of "insets" in magazines coming to Australia. These have heretofore been limited until recently, and, where loose, are now charged at 3d. (6 cents) a pound as advertising matter. A vigorous protest was made by the news agents and others against this regulation, but without avail.

The Customs Department early in May went still further. It now gives four months' notice that magazines with more than 15 per cent of their weight in advertising will be charged 3d. per pound on the excess. The Sydney *Bulletin*, probably the best weekly publication in Australia, in a recent edition, says:

"This will achieve three results, or maybe four. It will prevent some of the baser sort of magazines from being imported at all. It will go a good way towards compelling the foreign magazine owner to print his goods in Australia and employ local labor. It will help to encourage the local publisher and printer and all the allied trades, to provide more Australian employment. And if it changes the protesting news agents from a class of middlemen into a class of local printers and publishers, so much the better for them and the country they live in. The next thing wanted is a proper Copyright Act and a duty on books not printed locally—as in Canada."

Yours truly,  
THE ENCYCLOPEDIA BRITANNICA CO.  
Montgomery B. Gibbs.

Mr. J. W. Hough, of Winfield Ind., who was formerly one of the owners of the Hebron, Ind., *News* has purchased the *Review of Chatsworth*, Ill., through the Chicago office of Charles M. Palmer.

## Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance

## DO YOU WANT A MAN?

Of Practical Business and Advertising Experience.

A clean and progressive record; extensive traveler; with good knowledge of trade conditions; considerable executive and advertising experience; A 1 references. Now advertising manager of well-rated Medicine Co. Especially adapted to that business. If you can appreciate and open future to that kind of man, address R. E. D., 510 McCallie Avenue, Chattanooga, Tenn.

## H A N O

**Modern Manifolding  
Business System for  
Avoiding Disputes  
with Customers**

PHILIP HANO & CO.  
506 to 814 Greenwich St.

## The Original PEOPLE'S COMPANION

Always a paying medium. Mail order men, send a trial ad. It will speak for itself. Ad rates: 5 cents per line, 50 cents per inch.

**EDWIN DE LONGE, Publisher,  
BEWARE OF IMITATORS.**

608 GERALD BLDG., CHICAGO.

A combination of an insurance policy with a savings bank investment, guaranteed as to principal and interest, with the smallest payments consistent with perfect safety, has just been issued by big company.

It gives you and yours absolute protection, greater resources and security, and is well worth the few moments it would take to consider it.

Particulars and cost at your age will be briefly furnished you by

**LEE & LINKEVIS,  
52 William St., New York, N.Y.**

WE would like to hear from large manufacturing and wholesale concerns who wish to gain the reputation of being aggressive and distinctive advertisers—and who realize that this reputation cannot be achieved with ordinary advertising.

Our service is effective because it is based on long experience and an intimate knowledge of the field.

*Our literature outlines our methods. Sent on request to proprietors and managers only.*

**Edmund Bartlett  
Plans and High Grade Literature  
for ADVERTISERS  
20 Nassau Street, New York.**

**You'll Appreciate  
the Difference**

in the sales of your goods throughout Australia if you place your advertising in the hands of

**The Australasian  
Advertising Co., Pty.**

**Limited.**

They are the owners and lessees of  
**Over Five Hundred**  
prominent and finely built Hoardings, con-  
taining,

**500,000 Square Feet of  
Posting Space**

in Melbourne and suburbs.  
**Melbourne, the Federal Capital,**  
is the largest and finest built city in the  
Southern Hemisphere.

They have agencies in

**Every Part of Australia**  
for Street, Railway, Tram, Newspaper and  
Journal Advertising. They have their men  
all over Australia Sampling, Circular De-  
livering, Sign Tacking and Post and Fence  
Writing. No work is too large for them to  
undertake, no order too small for them to  
book.

**GUARANTEED WORK and LOWEST RATES**

**REGISTERED HEAD OFFICE:**  
**134-136 Flinders Lane, Melbourne**  
**Victoria, Australia.**  
WM. KEMP, Mgr. and Sec'y.  
References—*London Bank of Australia,  
Ltd., London and Melbourne.*

*London and Melbourne.*

**ONE OF MANY**

"With the kindest regards for  
you and all dear to you and a  
heaven-sent blessing on your toil  
and labor to all who read the good  
news in the dear old paper, I  
remain, etc."

\* \* \* \* \*  
This affectionate  
regard exists in

**Over 1,100,000  
Religious Homes**  
for our

**22**

**BUSINESS  
BRINGERS**

Shall we tell you of  
them separately?

*We Shall Be Pleased To Hear From You.*

THE RELIGIOUS PRESS ASSOCIATION,  
901-902 Witherspoon Bldg., Philad'a, Pa.

**SPECIAL  
ISSUES  
OF  
PRINTERS'  
INK.**

Preliminary notice is hereby  
given of the following special  
issues on the dates stated, and  
intended primarily for the pur-  
pose of securing new subscri-  
bers to the Little Schoolmaster:

August 31, 1904, Press Day, Aug. 24.

**Municipal Advertising.**

Sept. 7, 1904, Press Day, Aug. 31.

**Department Stores.**

Sept. 14, 1904, Press Day, Sept. 7.

**Mail Order Houses.**

Sept. 28, 1904, Press Day, Sept. 21.

**Real Estate.**

Oct. 12, 1904, Press Day, Oct. 7.

**Trade Journals.**

Oct. 26, 1904, Press Day, Oct. 19.

**Banks and  
Financial Advertising.**

# Agreeably Disappointed

ANDOVER, CONN., May 31, 1904.

*Printers Ink Jonson, New York City:*

DEAR SIR—When I ordered ink from you I did not expect a very fine quality at 3 lbs. for \$1.00, but in that I was mistaken, as I have used it on fine jobs and it will compare with any \$2.00 per lb. ink that I have ever bought. You will certainly hear from me when in need of other inks, for your prices are so much under those of other manufacturers, and inks just as good, that I don't see how any printer who is trying to economize on his expenses can fail to give you his orders.

Respectfully, E. H. COOK.

If you are a prompt-paying printer, and wish to take advantage of all discounts, send for a copy of my price list and figure what a saving you can make by paying me cash in advance. The only risk you run is trusting me with the money, and the moment I learn you are disappointed with your purchase back goes your cash to you, also the transportation charges. Address

PRINTERS INK JONSON

17 SPRUCE STREET

NEW YORK



## Dissatisfied Manufacturers.

There are plenty of manufacturers who are or should be dissatisfied for the reason that they are not selling nearly as many goods as they could manufacture with their present factory capacity.

They don't want to put any more men on the road, and spend a good deal of their time in trying to think up some scheme to increase orders without doing so.

Such dissatisfied manufacturers should send for our booklet, "DO MORE AND MAKE MORE," and learn about the ETHRIDGE MAIL DRUM-MER SYSTEM.

This system will increase the fruitfulness of your present field and enable you to add on new territory by advertising through the mails.

It is simple, inexpensive, but worked out and perfected in every detail.

It represents the true elements of salesmanship and will get business when other methods fail.

Write us about it to-day.

THE GEORGE ETHRIDGE COMPANY,  
No. 33 Union Square,  
No. 210 The Arcade,

New York City.  
Cleveland, O.

THE  
**Birmingham Age-Herald**

BIRMINGHAM, ALA.

**DAILY****SUNDAY****WEEKLY**

The AGE-HERALD is the only morning paper published in the great mineral district of Alabama.

The AGE-HERALD is the "State paper" of Alabama, and its circulation is greater than all other morning dailies in Alabama combined.

The AGE-HERALD reaches all classes of readers and is by far the best advertising medium in the State.

There are more patent medicines consumed in the Birmingham district than in any other locality of like population in the United States.



**THE S. C. BECKWITH SPECIAL AGENCY**

Agents Foreign Advertising

TRIBUNE BUILDING,  
NEW YORK

TRIBUNE BUILDING,  
CHICAGO

## BILLBOARD ADVERTISING.

*By the Outdoor Advertising Department of the Ben B.  
Hampton Co., 7 West 22d St., New York.*

An advertiser considering billboard space for the first time is apt to raise the objection that the billboards are unpopular. It is true that no other one advertising medium has ever had so much abuse heaped upon it, not even the painted bulletin. It might be the truth to say that all other advertising mediums put together have not come in for so much abuse. "I don't want to advertise my goods on the boards," the advertiser may say to himself. "They're too unpopular."

Now, are they? Let us examine the facts in the case.

There has been much abuse of bill-

est enough in their motives, believe that the billboard is an institution of the Evil One. A few—a very few—papers pursuing this policy can create the appearance of an anti-billboard crusade that really doesn't exist. But the real crusade is a rare thing. A hullabaloo is made in the papers over some anti-billboard measure introduced in a State legislature, the weekly magazines echo it, and then, when the measure comes up for a hearing, about the only persons present are the billboard men.

This was the case with the recent legislation in New Jersey, made much



boards. There have been some real billboard abuses. But it is safe to say that at no time has the abuse of billboards grown into genuine opposition. It is always the little band of art enthusiasts who father repressive measures in city and State legislation—never the whole people of a community, or anything like a fair representation of them. Much of the printed abuse of billboards appears in the same newspapers, if you keep track of such things; not the press at large, but a certain few papers that, probably hon-

or by billboard opponents. When the chairman of the Judiciary Committee called for speeches in favor of the bill at the public hearing at Trenton, March 1, nobody responded, though due notice had been given. The billboard men were on hand, however, with business men, manufacturers and farmers from all parts of New Jersey who wished to protest against the measure. There was not half enough time to give all the billboard advocates a hearing.

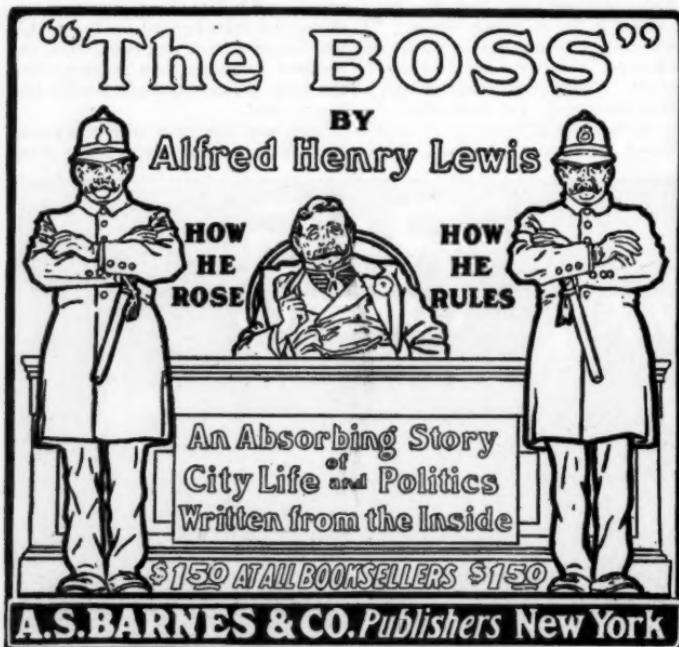
The billboard isn't unpopular. The

anti-billboard movement really has few earnest advocates. Moreover, the billposters themselves are nearly always ready to listen to reason and keep the billboard from becoming unpopular.

Frederick Law Olmstead, Jr., the celebrated landscape architect, was chairman of the committee on "Abuses of Advertising," of the American Park and Outdoor Association. In his latest report to this association Mr. Olmstead, noting the improvement in poster designing, refers to the better character of the work, and gives credit to the billposters for bringing about reforms themselves. He says in part:

boarding in front of such a rock and painting on that."

Readers of PRINTERS' INK will recall an article by Mr. Edward Bok, of the *Ladies' Home Journal*, in which he describes certain great painted bulletins that offended the eye of passengers entering Holland. Another instance fresh in mind is the English crusade a year or two ago against similar bulletins on the famous Dover chalk cliffs. Now, it is precisely this sort of outdoor advertising, placed so wantonly as to rouse real public opposition, that has been condemned by the billposters of the United States and



"With some striking exceptions, the character of the signs has, on the whole, improved, and the organization of the business which has accompanied and made possible its extension has steadily increased the responsibility of the advertising agents and nearly done away with some of the most shocking kinds of abuse. The Associated Billposters of the United States and Canada officially condemn the practice of painting signs upon rocks and other natural objects in picturesque landscapes, although they seem to offer no objection to putting a

Canada. The greatest billboard re-former is the billposter himself—not the newspaper editor or the civic art enthusiast. Further on in Mr. Olmstead's report he says that the billposters are working out needed reforms. The *Billboard*, official organ of the international association, in commenting on Mr. Olmstead's report, accurately represents the views of the leading billposters when it says: "It is the rule and not the exception that the billposter ascertains the wishes and tastes of a particular community before erecting a board in a district

not wholly devoted to mercantile pursuits, and he is usually willing to accede to the demands of that community when it feels that he has overstepped the bounds. Of course the opinions and tastes of the reformer-at-large do not enter into this mutual understanding; and they should not. The reformer-at-large is mostly an idealist who would, like Ruskin, abolish the railroad to preserve natural scenery. The necessities of trade have driven the railroad shrieking through many of Nature's beautiful pictures; the same necessity impels the billposter to invade new territory 'previously immune.' Billboards should be rendered less obnoxious to the sensitive by artistic treatment in construction and in the manner in which they are kept. Mr. Olmstead and his associates can accomplish more to remove the, to them, distasteful features of outdoor displays by co-operating with and encouraging the billposter along this line than by assailing him with adverse legislation."

Mr. Olmstead, although prominent in the doings of a society antagonistic to billposters, recognizes the advertising value of the poster: "No enthusiast, impressed by examples of such abuses, however glaring and painful, should let himself ignore the fact that advertising of this sort is essentially desirable for the public good, and that his efforts will be fruitful only if directed, not to its suppression, but to overcoming the abuses to which it is so subject. What a business some of us would have to make of watching the papers in order not to miss good plays and concerts if there were no theatre posters to catch the eye; how long some of us would live without such conveniences as the C. M. C. garter or De Long hook and eye, or the questionable blessing of condensed soup, if it were not for poster advertisements!"

These rather lengthy quotations are cited merely to show the correct status of the "anti-billboard crusades" that loom so large in the advertiser's eye when he is considering this medium for the first time. The sentiment is so small that it is not to be counted as a factor in the great public the billboard advertiser addresses. This public knows nothing of the "crusade." It finds the billboard more or less entertaining, as well as a source of suggestion in buying the things it eats,

drinks, smokes, wears, uses, lives with. The hoarding covers up many an eyesore in the shape of a dilapidated building. It is a pleasing combination of bright color set against a smoke-stained factory district, in many cases, and therefore an improvement upon its surroundings. If eyesores were to be removed from our cities in the order of their offensiveness the billboard might be one of the last things to go.

These facts should be considered by the advertiser who fears the bugaboo of unpopularity. If *they* are not convincing, let him remember that there has never been an instance in this country where an article offered for sale through billboards has suffered a loss in prestige, and perhaps ninety per cent. of the commodities advertised on billboards have been identified with that medium steadily ever since they were first advertised, either in connection with newspapers or without.

#### NOTES.

An attractive grade of violet paper for special advertising purposes, particularly in literature going to ladies, is made the basis of a booklet from the Berlin & Jones Envelope Co., 136 William street, New York.

In a small folder from the *Weekly Observer*, Coopersville, Mich., are given not only advertising rates, but a short sketch of that town, a description of the paper and a colored map showing the scope of circulation.

The Toledo, St. Louis & Western Railroad issues from its Toledo office an exhaustive guide to the St. Louis fair, covering all points of interest in the grounds and about the city. Two large maps are set in the covers.

#### ADVERTISING EXPRESSION.



USER OF LARGE SPACE.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

It is somewhat surprising, to put it mildly, that the misrepresentation characterizing so many of the advertisements offering credit has not been challenged by cash dealers and shown up, by logical reasoning, for just what it is. Credit is at times almost absolutely necessary to the supplying of some urgent need, and it is very often a convenience that is well worth paying for; but it is decidedly harmful in the end, all around, to impose upon those who have no better business sense than to believe such statements by saying that credit prices are as low or lower than cash prices. There may be exceptional conditions which make such a statement true on a single line—held out as a leader perhaps—or on many different articles for a brief time; but that any credit business can exist long on closer margins than competitors who sell for cash, nobody with a cent's worth of business wit will believe. The granting of credit, under such misrepresentations, out of all proportion to the income of the purchaser, tying him down for long months of small payments, until from too free buying of things not actually needed he has hardly a dollar that he can call his own after meeting his weekly or monthly installments, must eventually lead to his utter disgust with the whole system and particularly with the store that made his income *seem* twice as large as it really was. I suppose that somebody will say "How about the credit store that buys largely and for spot cash, as against the cash dealer who buys in a small way on credit and pays long prices? The answer to this is, that this condition will rarely, if ever, be found in any town that is large enough to warrant the establishment of a credit business. And so far as "buying in combination" is concerned, this method is as much open to credit dealers as to those

who pay cash. This little sermon on credit vs. cash is inspired by the advertisement reproduced below, which while not remarkable, is one of the few that have come to my notice in which an attempt has been made to point out the risks and discomforts of buying "on time."

### Pay It to the New Blach's

\$10	\$18	\$25
\$15	\$20	\$30

For a suit and know you have the best money's worth possible.

If you pay cash, buy from us. Save anywhere from \$2.50 to \$10 on a suit. Safe saving, too, for there's not more fashionable suits and top coats made, and "money back" is the kind of guarantee we give. The suits from \$18 up are "Stein-Bloch" make. Everybody knows custom tailors can't produce better clothing.

#### FURNISHINGS—SAME WAY.

Negligee Shirts, \$1, \$1.50, \$2.

With cuff, without, coat style or not; patterns worth going out of your way for.

Underwear, soc., \$1, \$2

per garment or suit. The staples and the novelties. Choose! All sizes, of course.

THE CHRONICLES OF MR. CASH.—No. 1.—Credit is criminal in some cases. When I look around and see the number of young men forced, through over-buying of too costly merchandise, into failure to pay their debts, I must protest. When a man pays cash he usually buys what he can afford, and as much of it as he needs. On credit it's so easy to buy a \$25 suit when a \$15 one would be good enough. So simple to say "charge it." But how about paying? Think it over. (To be continued.)

Straw Hats, \$1 to \$5,  
Yacht, flange, telescope and other shapes.  
'Bout any straw you could ask.

Felt Hats, \$1.50 to \$5,  
Soft or stiff shapes, too new ones. "Stetsons," \$3.50 to \$5.

Two Gold Watches Free Every Saturday. Ticket with each soc. purchase in Children's Department. Last week's winners—No. 10,868, J. T. Curry, 232 Treutlan street; No. 10,743, Edgar Surbur, West Nashville. Better see our \$5 suit before you clothe any boy of any age. 'Twill pay you.

THE NEW BLACH'S.  
Nashville, Tenn.

This, I take it, is but one of a series, and I presume the other points are well brought out in those ads which followed it. It would seem that this ad would have been stronger if "The Chronicles of Mr. Cash" had preceded the talk about goods and prices.

*Conveys the Idea of Absolute Newness and Correctness at Reasonable Prices.*

### Bathing Suits

A dozen or so new styles, embodying the latest fads in beach and water wear, are ready now on the suit floor. These garments are made by the best designers of New York City—men who practically dictate the mode for every watering place from Newport to Atlantic City. You'll appreciate that fact and the privilege that is yours to start your summer's outing with a correct wardrobe.

While you may pay as much as \$15 or \$20 for a suit of special elegance, there are a number of pretty and serviceable ones at from \$2.50 to \$5.08 each. Pleased to show them.

Another notable arrival is a lot of "Women's Shirts" from Fisk, Clark & Flagg, the noted New York haberdashers. These on the same floor.

L. S. AYRES & CO.,  
Indianapolis, Ind.

*Decidedly Business-like and Convincing.*

### Blank Books.

We make 'em.

We make 'em to order.

We also make loose ledger sheets and rule and print them to order.

We are fully equipped for this work. We make them up right and get them out on time.

In this age business in all lines is brought down to a science. Books made expressly for your business save time.

Time is money.

We have made so many of these books and loose ledger sheets that if you do not know just what form of blank book would suit your business, we can help you determine—and you will thank us.

Consult with us and you'll get what you want.

Have KNIGHT PRINTING CO. print it.  
N. P. Avenue, Fargo, N. D.

*There's Unusual Strength in This One.*

### Compare These \$1.79 Oxfords With Anything at \$3.

Perhaps it is because women have compared that we are selling so many of them. A full stock ready for to-morrow—can't promise after that.

\$3 Kidskin Oxfords at  
\$1.79.

Note particularly the style and character of those Oxfords. Even at \$3 they would be special value. Made of fine grained kid-skin, on shapely lasts, well arched, with high Cuban heels, turn soles and patent or kid tips.

FREDERICK LOESER &  
COMPANY,  
Brooklyn.

*Here is a Hard Knock for Some Tailors,  
Which I Suspect is Fully Justified by  
the Facts. Anyhow it is Entirely  
Out of the Rut into Which Custom  
Tailors' Advertising Has Pretty Gen-  
erally Fallen.*

### A Tailor

Can do very little Tailoring, and yet be called a tailor, or, even called a good tailor.

He can take a lot of measurements (some of them for effect); then, when you've gone, he'll get out his regular patterns (readymade patterns), and say to himself, "I'll just ease this a bit at the shoulders and take it in at the waist."

We don't call that tailoring, although many a tailor, who does that, gets more for his clothes than we do.

What we call Tailoring is to have a cutter measure you, design a suit for you, and for you alone; cut the cloth; superintend the making; fit and alter; be responsible to us for the work from beginning to end.

And all with the help and advice of our head man, who has been in the business almost forever.

Suits \$20 to \$60.

WANAMAKER & BROWN,  
Oak Hall,  
Sixth and Market,  
Philadelphia, Pa.

# Five Months in Chicago.

The history of the English daily newspapers of Chicago, as indicated by the amount of advertising which each has published during the last five months, will doubtless be of interest to the advertisers of Chicago and the country. That history is shown by the following exhibit:

## Advertising in Chicago Papers,

January-May (inclusive), 1904 and 1903.

Stated in columns and hundredths thereof.

		Display— Columns	Classified— Columns	Total— Columns
Tribune	1904	5,397.66	4,901.76	10,299.42
	1903	5,923.97	4,757.73	10,681.70
		526.31 loss	144.03 gain	382.28 loss
Record-Herald	1904	4,847.71	3,070.66	7,918.37
	1903	5,412.11	2,375.85	7,787.96
Inter-Ocean	1904	564.40 loss	694.81 gain	130.41 gain
	1903	2,781.94	2,351.70	5,133.64
		3,168.49	2,272.56	5,441.05
Chronicle	1904	386.55 loss	79.14 gain	307.41 loss
	1903	2,057.81	1,042.16	3,099.97
		2,539.54	978.86	3,518.40
American, Ev'g and Sunday	1904	481.73 loss	63.30 gain	418.43 loss
	1903	5,714.73	633.26	6,397.99
		6,259.44	954.99	7,214.43
Examiner and Sunday American	1904	544.71 loss	271.73 loss	816.44 loss
	1903	4,483.71	1,130.19	5,613.90
		6,051.61	1,589.28	7,640.89
Examiner	1904	1,536.15	668.38	2,194.53
	1903	8,038.29	957.11	3,995.40
		1,502.14 loss	298.73 loss	1,800.37 loss
Evening American	1904	2,767.17	211.45	2,978.62
	1903	3,246.12	322.82	3,568.94
		478.95 loss	111.37 loss	590.32 loss
Daily News	1904	6,369.00	4,623.53	10,992.53
	1903	6,136.43	4,649.54	10,785.97
		232.57 gain	26.01 loss	206.56 gain
Post	1904	1,541.93	199.41	1,741.34
	1903	1,824.29	244.64	2,068.93
		282.36 loss	45.23 loss	327.59 loss
Journal	1904	2,294.18	684.86	2,979.04
	1903	2,063.04	707.01	2,770.05
		231.14 gain	22.15 loss	208.99 gain

### Please Note.

1. That during the last five months The Daily News (published six days a week) printed more advertising than any other paper in Chicago, weekday and Sunday combined, and 693 columns more than its nearest competitor.

2. That The Daily News increased its total advertising during these five months as compared with the same months in 1903 by 206 columns, while its nearest competitor shows a loss by the same comparison of 382 columns.